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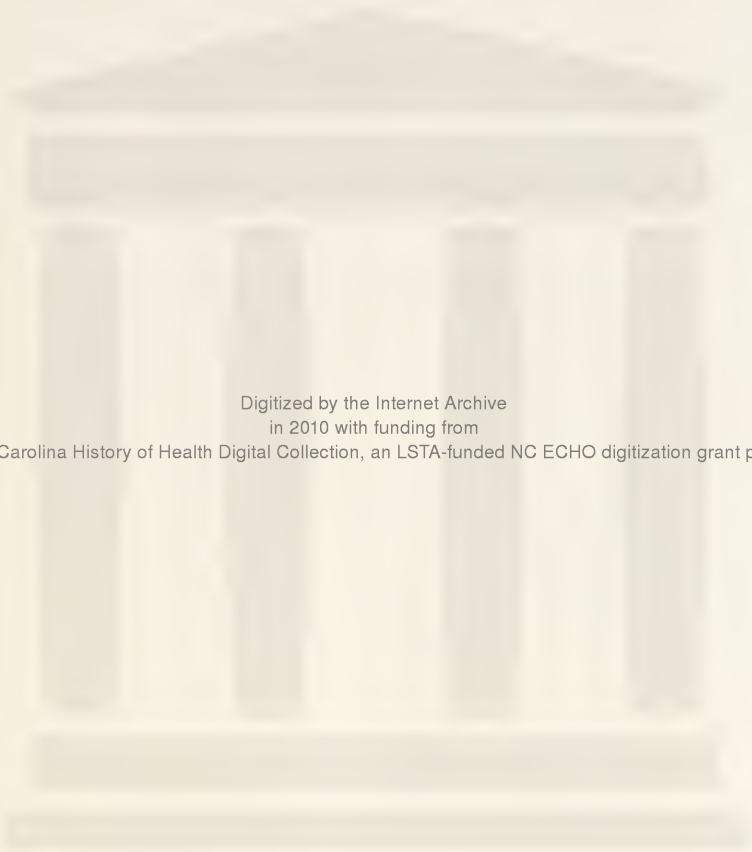


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HEALTH SCIENCES LIBRARY
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UNIVERSITY OF NORTH CAROLINA
AT CHAPEL HILL



Pharmacy



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Jesse M. Pike, Sr. (second from left) of Concord greets Gerald Ford, Vice President of the United States. On the left is Harold J. Shinnick of Chicago, President of the National Association of Retail Druggists, and to Mr. Pike's right, John A. Johnson of Nebraska, first vice president of the NARD.

—Photo compliments of the NARD Journal.

LIBRARY

JAN 29 1974

SCHOOL OF PHARMACY

94th ANNUAL CONVENTION OF THE NORTH CAROLINA
PHARMACEUTICAL ASSOCIATION AND AFFILIATED AUXILIARIES
PINEHURST HOTEL & COUNTRY CLUB, PINEHURST, N. C.
SUNDAY—MONDAY—TUESDAY, MARCH 24-26, 1974

U-100 Iletin[®] (Insulin, Lilly)

(100 units of Insulin per cc.)

A concentration suitable for most
Insulin-dependent diabetics

Only U-100 syringes are to be used with U-100 Iletin.



Leadership in
Diabetes Research
for Half a Century

Additional information available to the profession on request.

Eli Lilly and Company
Indianapolis, Indiana 46206

Lilly

300088

JUSTICE DRUG COMPANY SALUTES THE FOLLOWING PERSONNEL FOR YEARS OF SERVICE IN WHOLESALING

Herman Butler	10 years
Jerry McBride	10 years
Larry Salmon	10 years
Ben Peoples	20 years
William S. Cummings, Jr.	25 years
R. L. Laughlin	30 years
W. A. Sigmon	30 years

135 YEARS OF SERVICE
TO THE RETAILERS
OF NORTH CAROLINA



JUSTICE DRUG COMPANY

Greensboro, N. C.

Now in our 76th Year of Service to the North Carolina Retail Druggists

ENDEAVORING TO BETTER SERVE



Scott Drug Company

CHARLOTTE, N. C.

Representing 80 Years of Integrity and Reliable Service

The Carolina JOURNAL OF PHARMACY

January, 1974

Vol. LIV

No. 1

*

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NORTH CAROLINA
PHARMACEUTICAL
ASSOCIATION

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Mount Pleasant

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Chapel Hill, N. C.

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ABBOTT LABS. CHARGE DISMISSED BY JUDGE LARKINS

In dismissing charges brought against Abbott Laboratories, which alleged the drug firm shipped contaminated drugs from its Rocky Mount plant, Federal District Judge John D. Larkins, Jr. was critical of pre-trial publicity released to the press by the Food & Drug Administration and others.

Judge Larkins commented "as powerful and efficient as our government is, or can be, its laws and procedures do not have to be prostituted by prejudicial publicity 'leaked' to the press in order to obtain convictions, especially criminal misdemeanor convictions."

The Abbott product in question was recalled in March, 1971. Two years later a Federal grand jury brought action against Abbott and five executives.

Judge Larkins concluded "the FDA's press release was not made in the interest of public health and safety, it was self-serving in an effort to pacify a demanding press."

INCORPORATIONS

(From Carolina Financial Times)

Belwood Pharmacy, Inc., Route 3, Box 105, Lawndale.

Medical Center Pharmacy of Sanford, Inc., Sanford.

Carolina Cut Rate Drug Store, Inc., 225 West Trade Street, Charlotte.

KERR BUYS WAREHOUSE

Kerr Drug Company has purchased a 26,000 square foot warehouse building in Raleigh formerly occupied by Homeway Furniture at 2511 Timberlake Drive.

LARGER QUARTERS FOR SHEEK-TAYLOR DRUGS

Sheek-Taylor Drugs of Yadkinville moved into new and larger quarters in late November.

Mrs. Sue Taylor continues as pharmacist manager of the drug firm.

ANTI-SUBSTITUTION

Notice to local pharmaceutical society officers and others: If interested in scheduling a speaker on "Repeal of the Anti-Substitution Laws," call or write

Larry M. Rhye, C.M.R.
604 South Magnolia Street
Mooresville, N. C. 28115
Tel. (704) 664-2749

Mr. Rhye is associated with A. H. Robins Company and there is no honorarium/traveling expense involved.

The NCPHA has been informed an anti-substitution repealer will be introduced in the N. C. General Assembly in 1974.

DOLLARS FROM DUST

All sorts of fund-raising efforts have been utilized over the years but here is a unique one: collecting dust.

According to a reporter, the Boy Scouts of Rhodhiss have been collecting vacuum cleaner dust for sale to Greer Drug Company of Lenoir, where the dust is used to produce an allergy vaccine.

CORRECTION

Authorship of the "North Carolina's First 5th Generation Pharmacist" (December Journal, Page 32) was erroneously attributed to Miss India Hood.

In abstracting copy from The Hood Historical File, a handwritten note "For Miss India Hood" was incorrectly picked up as "By Miss India Hood." At the same time, in updating some of the information, part of the generation sequence was not in accordance with the facts.

The initial news item was but a preliminary to a previously planned comprehensive featurette on The Hood Pharmaceutical Family. We have asked Miss Hood to prepare the copy for a future issue of The Journal.

**EIGHTH ANNUAL PHARMACY SEMINAR
ON
SOCIO-ECONOMIC ASPECTS OF PHARMACY PRACTICE**

Institute of Pharmacy, Chapel Hill, Wednesday, Feb. 20, 1974

Sponsored by

**N. C. Pharmaceutical Association and the School of Pharmacy,
University of North Carolina**

- 8:15 REGISTRATION AND COFFEE
- 9:00 GREETINGS
George P. Hager, Ph.D., Dean, UNC School of Pharmacy
PRESIDING—Claude U. Paoloni, Assistant Professor, UNC School of Pharmacy
- 9:15 MARKETING TRENDS & ISSUES IN PHARMACIES
Eric I. Kulp, Associate Professor, Middlesex County College, Edison, New Jersey
- 10:00 PRACTICAL APPLICATION OF COMPUTER CAPABILITY
Ralph P. Rogers, Jr., Manager, N. C. Mutual Wholesale Drug Company, Durham
- 11:00 THIS WORKS FOR ME
Patient Medication Records—Jeff Whitehead, Enfield
The Medication Record—Tom Burgiss, Sparta
Chronic Sufferer Card—Seth Miller, Lexington
- 12:15 LUNCH AT THE ZOOM ZOOM
PRESIDING—W. Whitaker Moose, President, N. C. Pharmaceutical Association
- 1:30 THE ROLE OF THE PRECEPTOR IN PHARMACEUTICAL EDUCATION
Stephen M. Caiola, Assistant Professor, UNC School of Pharmacy
- 2:15 PANEL: UPDATING
Paid Prescriptions—Frank F. Yarborough, Project Director.
Mental Health—Robert J. Allen, Chief, Pharmacy Services, N. C. Division of Mental Health Services
Nursing Home Standards—Benny Ridout, Pharmacist Consultant, N. C. Department of Social Services
- 3:30 COFFEE BREAK
- 3:45 PRESCRIPTION PRICE POSTING AND PRESCRIPTION SURVEYS
Wib Gulley, State Project Coordinator
North Carolina Public Interest Research Group
- 4:45 ADJOURNMENT OF SEMINAR

ADDITIONAL DETAILS, INCLUDING REGISTRATION FORM, MAILED DIRECT BY
THE UNC SCHOOL OF PHARMACY AND THE NORTH CAROLINA PHARMACEU-
TICAL ASSOCIATION

You're new here
aren't you?

Yes, I'm just helping
out Fred today.



Is this you, doing relief work?

Many pharmacists work in more than one store. That's fine!

BUT who's going to pay the legal fees if that customer claims an error was made?

It could be you!

Protect yourself! Obtain your own Professional Liability Policy from the company founded by pharmacists for pharmacists! Even though you don't do relief work, you can be held liable for any alleged mistakes at your regular place of employment. If you already have a professional liability policy, is it *Excess* or *Primary*? What's the difference?

The ADI insurance is *Primary*. That means in the event of a claim, we are there to defend you! Excess policies may or may not. Look for wording such as, "this policy shall apply only as excess over other valid and collectible insurance."

BE SECURE! SEND IN THE APPLICATION AT RIGHT TODAY!

The American Druggists' Insurance Company

APPLICATION FOR PROFESSIONAL LIABILITY FOR THE PHARMACIST

LIMITS \$300,000 EFFECTIVE DATE _____

1. NAME _____

2. ADDRESS _____

3. TELEPHONE _____

4. EMPLOYER _____

ADDRESS _____

5. WHEN DID YOU GRADUATE FROM PHARMACY SCHOOL? _____

WHAT SCHOOL? _____

YEAR REGISTERED _____ STATE _____

6. ARE YOU AN OWNER, PARTNER, OR CORPORATE OFFICER OF A RETAIL PHARMACY?

YES NO (CIRCLE ONE)

7. ARE YOU PRACTICING PROFESSIONALLY, FULL TIME OR PART TIME, ANY PLACE **OTHER THAN** A RETAIL PHARMACY? (FOR EXAMPLE, A HOSPITAL OR NURSING HOME)

YES NO (CIRCLE ONE)

8. DO YOU COMPOUND IN BULK, MANUFACTURE, OR WHOLESALE ANY DRUGS OR DRUG PRODUCTS?

YES NO (CIRCLE ONE)

9. HAVE ANY PROFESSIONAL LIABILITY CLAIMS BEEN MADE AGAINST YOU?

YES NO (CIRCLE ONE)

10. PLEASE GIVE THE DETAILS CONCERNING ANY "YES" ANSWER(S) ON QUESTIONS 6 THROUGH 9.

SIGNING THIS APPLICATION DOES NOT BIND THE COMPANY TO COMPLETE THE INSURANCE, BUT IT IS AGREED THAT THIS FORM SHALL BE THE BASIS OF THE CONTRACT SHOULD A POLICY BE ISSUED.

DATE _____

SIGNATURE OF APPLICANT _____

PLEASE SEND COMPLETED APPLICATION, TOGETHER WITH CHECK FOR \$75.
(PAYABLE TO AMERICAN DRUGGISTS' INSURANCE COMPANY)

FOR THREE (3) YEARS PRE-PAID PREMIUM. NOT SOLD FOR LESSER PERIOD.

SEND TO: HAMMETT INSURANCE AGENCY, INC.

P.O. Box 248

Concord, North Carolina 28025

BURROUGHS WELLCOME SPONSORS PUBLIC SERVICE TV PROGRAM

To Members of the NCPHA:

Through the cooperation of Burroughs Wellcome Company, an exceptionally effective 30-minute program—"I Am Joe's Heart"—will be broadcast by six North Carolina television stations. These are scheduled to coincide with National Pharmacy Week.

Twice during the show a 30-second commercial "Salute to Pharmacists" will be seen by a TV audience which is believed to be far in excess of any previous National Pharmacy Week program sponsored by the NCPHA or others.

Due to the quality of the program and the Pharmacy tie-in message, plus an opportunity to cooperate with the Burroughs Wellcome Company, whose public service record is unexcelled, members of the NCPHA are urged to

*DISPLAY THE POSTERS**"I AM JOE'S HEART"**AT A MAJOR CUSTOMER AREA IN YOUR PHARMACY!*

In North Carolina, the 30-minute special "I am Joe's Heart" plus the "Salute to Pharmacy" will be shown by these stations, which together provide state-wide coverage:

High Point	WGHP	Tuesday, January 22	7:30 p.m.
Raleigh/Durham	WTVD	Tuesday, January 22	8:00 p.m.
Wilmington	WECT	Thursday, January 24	7:30 p.m.
Greenville	WNCT	Friday, January 25	8:00 p.m.
Asheville	WLOS	Friday, January 25	8:30 p.m.
Charlotte	WBTV	Tuesday, February 5	7:30 p.m.

The above information will enable you to complete the enclosed posters.

To assure additional coverage for the program, the NCPHA Committee on Public Relations is providing back-up support to local pharmaceutical organizations and county chairmen.

Pharmacy, at all levels, could use some better understanding on the part of the public. One way to secure this is by urging your customers, friends, and neighbors, to view "I am Joe's Heart" when it is broadcast in your area.

Cordially yours,

/s/ W. J. Smith
Executive Director

The letter appearing above was mailed to all North Carolina licensed pharmacies in early January by Burroughs Wellcome Company. Included with the mailing were posters and other information relating to the TV program.

This high quality medical program, with associated salute to pharmacists, will be viewed by a majority of the state's TV audience. Note the prime time scheduling. While Burroughs Wellcome pays tribute to the nation's pharmacists (100 top markets in the U. S.), a special note of thanks to BW for this back-up support during National Pharmacy Week.

Sometimes it takes more than your expert knowledge of the pharmacy business

1100
PUNCH BALLS

39¢

Savings

49¢
PLASTIC COATED PLAYING CARDS

\$1



119.
HEADPHONE RADI

\$0

2
3 BAN
PO
RA

\$2

You studied pharmacy and its application to human life; not changing markets, the changing economy, new products, sundries and advertising.

That's where Gilpin comes in—we can provide the marketing and merchandising expertise to make your operation more profitable, more efficient, even more attractive, all at once or one at a time.

And beyond that we can assist you in identifying your pharmacy as a part of the Care Drug Center Service Program.

Sometimes it takes more than your knowledge of pharmacy to make your pharmacy go. For more information, write or call the Gilpin Sales Manager nearest you.*

THE HENRY B.
GILPIN
COMPANY

Wholesale druggists since 184

*Baltimore—Joe Meyerowitz, 7401 Pulaski Highway, Baltimore, Md. 21203 (301) 866-4600 Dover—Bill Warther, 756 South Little Creek Rd., Dover, Del. 19901 (302) 734-8100 Norfolk—Max Kelly, 6435 Tidewater Drive, Norfolk, Va. 23509 (804) 855-1901 Washington—Gary McNamara, 901 Southern Avenue, Washington, D.C. 20032 (301) 630-4500

PHARMACY



***ACCOUNT SERVICE**

*GOOD RECORDS FOR YOUR CUSTOMERS—A proven accounts receivable system—Designed from the ground up for your needs —by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

PHARMACY



***BOOKKEEPING SERVICE**

*GOOD RECORDS FOR YOU—Twenty Nine years of bookkeeping for retailers plus 15 years of computer experience equals a system designed to give you the accounting service you need.

PHARMACY



***ADVERTISING PROGRAM**

HOW'S YOUR RETAIL IMAGE?—Good? Bad? Indifferent—Consult your Smith Representative about our Associated Druggist Program. Some of the advantages of this program are hometown newspaper advertising—buying advantages—clerk training program—In store promotion materials and store advertising fliers.

Just three of the many SMITH services

Also ask about retirement, group hospitalization and major medical. Call or write to



- Spartanburg 582-1216
- Greenville 235-4159
- Asheville 684-6121
- Charlotte 825-5161

Wofford and Forest Streets P. O. Box 1779

WHOLESALE DRUG
DIVISION OF SMITH DRUG COMPANY

SPARTANBURG, SOUTH CAROLINA 29301

DISASTERS

Major and Minor

GASTONIA

The episode began when someone broke the latch on the skylight on the roof of Eckerd's, Abbey Plaza Shopping Center. This activated a rooftop burglar alarm system which alerted officers in the Belmont Police Department.

A building search was fruitless but officers found a large quantity of drugs in plastic containers in a trash can located at the rear of the drug store. This prompted a second sweep of the store which netted Mark Steven Severs, age 19, of Charlotte, who had selected an ice cream freezer as a hiding place.

STANLEYVILLE

Marshall McCree Mabe, a convicted criminal who fought the law and law officers most of his life, tried to burglarize the Stanleyville Discount Drug Store off U. S. 52 and was shot to death by officers who were waiting for him.

The officers were notified Mabe would be after narcotics and cash. Surprised while opening the store's safe, Mabe lost his life in a shoot-out with the officers.

DURHAM

Items valued at \$133 were taken from Kerr Drugs, Wellons Village Shopping Center, Durham, by two unidentified women.

GREENSBORO

Controlled substances valued at \$1,500 were stolen from Elm Street Pharmacy in a December 13 breakin at the pharmacy. Entry was by way of a roof-top skylight.

KINSTON

Three Camp Lejeune men have been arrested and charged with armed robbery of Standard Drug Store #2 in late November. Tom Suddreth was hit on the head while the robbery was in progress.

GASTONIA

A Bessemer City man was caught in the act of breaking and entering Prescription

Center Pharmacy in late November. Police said he wasn't caught red-handed because he had dark socks over each hand.

CHARLOTTE

A man wearing a wide-brimmed black hat with a gold band walked out of Eckerd's Drug Store at the Tryon Mall on November 23 with a lot of time on his hands—about 50 Timex watches.

The light-fingered thief walked up to a counter in Eckerd's and picked up and departed with the display. An Eckerd employee thought another employee was changing displays.

GREENSBORO

Burglars entered North Elm Street Pharmacy in mid-December and stole approximately \$1,500 in drugs.

MOCKSVILLE

Taken from Wilkins Drug Company in a mid-December breakin: Narcotics and syringes valued at \$800; a \$100 watch and \$150 in change, most of which was dropped on the floor as the thief made an exit from the pharmacy.

BLACK MOUNTAIN

A pre-Christmas robbery of Ward's Rexall Drug Store in the WNC Shopping Center involved the loss of \$1,500 in drugs and an equal amount of cash taken from a safe-cabinet.

HAVELOCK

A roof top alarm system alerted local police to an attempted robbery of Clark's Pharmacy on December 15. The person, or persons, who cut a hole in the pharmacy's roof had departed by the time police arrived.

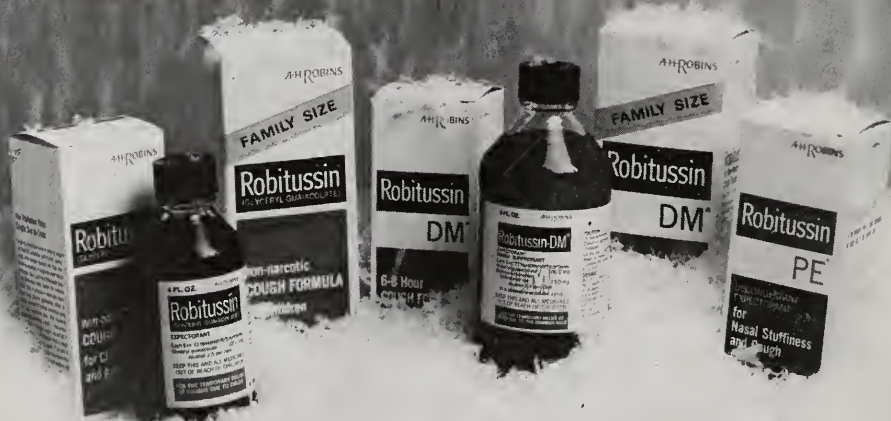
STATESVILLE

Four young men were arrested on December 17 as they left the Reveo Drug Center located in the Mammoth Mart Shopping Center. A silent alarm tipped off local police who made the arrest as the youths prepared to leave the store.

announcing...
Robitussin[®] Family

mid- winter deal

- best-selling family of cough preparations
- best time of the year



Again this winter Robins offers you our fabulous "in-season" deal on the cough preparation line that's Number One in drug store sales. Now you can stock up on the Robitussins at this special low price just when the demand is greatest. Whether your business comes mainly from prescriptions or "professional recommendations," you know these top quality products are going to move off your shelves. So it's just good business to give them plenty of extra facings. Your Robins Representative will be around soon with all the facts.

A-H ROBINS A. H. Robins Company, Richmond, Virginia 23220

**Deal runs—
January 15—
February 27**

**Put your facings
where your
profits are!**



TAR HEEL DIGEST

YADKINVILLE—John A. Wilkinson of Pfafftown and Earl Tate of Lenior have succeeded Pharmacist E. P. Gaddy at Yadkin Drug Store.

GREENSBORO—Lane Rexall Drugs, in the Jefferson Standard block area, will be consolidated with the Lane Pharmacy operation, 102 South Elm Street, on December 28. The merger resulted after it was announced all structures in the block, other than the Jefferson Standard Building, would be demolished after January 1.

DURHAM—A Durham woman has filed a \$1 million suit for damages against G. D. Searle & Company. Mrs. Linda Jean Bowling Mason claims Enovid-E, which she had been taking, "seriously, grievously and permanently" injured her.

CHARLOTTE—Effective January 2nd, Pharmacist Clarence L. Swearngan accepted employment with Park Place Pharmacy.

HILLSBOROUGH—Eighty-seven inmates of the Villines Rest Home attended a Christmas Party hosted by Pharmacist Evelyn Lloyd on December 6.

STANTONSBURG — Pharmacist Rowland Strickland represented "Concerned Citizens for Better Schools in Wilson County" at a meeting of the Wilson County Board of Education on December 3. Mr. Strickland discussed the consolidation of small high schools into larger, comprehensive-size high schools.

TWELVE MEMBER PHARMACIST TEAM PROVIDE EMERGENCY RX SERVICE ON CHRISTMAS DAY

On Christmas Day members of the Gaston County Pharmaceutical Society provided the county with emergency prescription service.

Twelve pharmacists, working in three hour shifts, dispensed prescriptions at the Big M Pharmacy, Gaston Mall, from 10 a.m. to 9 p.m.

Money received above actual medical costs was turned over to Horizon House, an organization that assists with drug rehabilitation and counseling service for those in need.

One of the usual holiday pharmacy services was not open on Christmas Day due to move of the Gaston Memorial Hospital to its new \$17 million facility.

PHARMACIST AIDS CAP ACTIVITY

Pharmacist William A. Simmons of Winston-Salem was featured in a story in a Winston-Salem newspaper, which gave accounts of work done by the Civil Air Patrol in that area. The photograph pictured work being done by the Winston-Salem CAP Squadron during a recent search for an aircraft missing on a flight from Hagerstown, Maryland to Atlanta, Georgia.

Mr. Simmons, through the use of CAP equipment, can be in touch with any CAP radio station along the eastern seaboard. Such coordination was critical during this four-state search.

THE NORTH CAROLINA PHARMACY POLITICAL ACTION COMMITTEE NEWSLETTER

LEGISLATIVE FORECAST

Volume 1 Number 1

January, 1974

With the approaching legislative and congressional sessions upon us, major preliminary concerns for pharmacists are probable bills relating to:

Statewide—

- 1) Advance notice has been given that a member of the General Assembly will introduce a bill seeking repeal of North Carolina's Anti-Substitution Law.
- 2) Public Interest Research Group (PIRG) is expected to seek a prescriptive price-posting bill as well as urging repeal of the State's anti-substitution law. With chapters at Duke, Wake Forest, Davidson and St. Andrews, these student organizations are expected to strongly support these measures.
- 3) Currently being held over from the last session is a bill which seeks to repeal the N. C. Fair Trade Act. This bill is being pushed by the Consumers Council of North Carolina and the Consumers Division of the Attorney General's Office and being opposed by milk producers and distributors.
- 4) Bills are anticipated in regard to new definitions of responsibilities of nurse practitioners and physician's assistants, especially in regard to rural health centers, etc.
- 5) The Prescription Labeling Bill which is being held over from the last session in the Senate Judiciary Committee will probably be passed this session with one important change—the control mechanism will rest with the Board of Pharmacy and not the courts. This compromise was arrived at through a conference between pharmacy and medical representatives. This bill will allow exclusion of the new labeling requirements, however, with the expressed consent of the respective doctors.

Nationwide—

- 1) The Cost of Living Council is proposing nationwide price posting for prescription items. The specifics will be forthcoming in the *Federal Register*.
- 2) Department of Health Education and Welfare has announced plans for Medicaid and Medicare prescriptions reimbursement on "lowest price consistent with medical quality and therapeutic effect." This "shopping around" attitude may have dire repercussions on drug selections on pharmacists and doctors.
- 3) Inclusions of prescription benefits, in various forms, are currently being considered by officials in the Nixon Administration for possible inclusion in a national health plan.
- 4) State reaction to recent Supreme Court ruling that states may enact laws requiring ownership of a pharmacy by a pharmacist is yet uncertain, but probable in some form.

CURRENT PharmPAC HAPPENINGS

After two meetings of the Executive Committee, PharmPAC faces the new year with the largest membership in its existence, an executive director, a statewide telephone communication network and unlimited potential for growth. County representatives for all counties have been selected and confirmation is expected soon from those who were asked to serve. Pharmacy stands ready to meet the challenge in North Carolina and PharmPAC makes this so, legislatively speaking.

In order to make PharmPAC more effective, as well as keeping you informed of legislative happenings (before being enacted and you have no say but in compliance) we need your aid. If you have not previously, fill in the blank below, and mail with a check for \$10 (made payable to "PharmPAC" to P. O. Box 1313 in Chapel Hill, North Carolina 27514. ACT TODAY!!!

INDIVIDUAL PHARMACIST MEMBERSHIP APPLICATION

In order to effectively work with the North Carolina Pharmacy Political Action Committee, payment of \$10.00 is hereby enclosed for payment of dues for calendar year 1974.

Pharmacist

Address

City, N. C. (Zip)

Business Phone Home Phone

County in which registered to vote

Pharmacy where employed

Mail completed application and check for \$10.00 (payable to N. C. PharmPAC) in enclosed envelope to: N. C. PharmPAC, P. O. Box 1313, Chapel Hill, North Carolina 27514.



C. Rush Hamrick, Jr.

CONVENTION PLANNERS

C. Rush Hamrick, Jr. of Shelby, President of Kendall Drug Company and Past President of The Traveling Men's Auxiliary of the NCPHA, has been named Chairman of the Wholesale Druggists-sponsored Convention entertainment in Pinhurst. The event is scheduled for Monday night, March 24, in The Pinhurst Hotel.

On the following night, the TMA sponsored party will be under the chairmanship of Ray L. Black of Kernersville. Mr. Black is associated with Colorcraft Corporation.

Leonard G. Phillipps, Jr. (Owens-Illinois) of Atlanta, will arrange the golf tournament, set for Monday PM, March 25. More than 100 golfers participated in the Boone '73 tournament.

DRUG STORE SHOPPERS ARE DIFFERENT

Today's shopper expects, and responds, to a Modern Shopping Atmosphere.

3 out of 10 impulse purchases are inspired by

DISPLAYS

The right kind of drug store fixture is the KEY to VOLUME Sales . . .

We can assure you the right kind of fixture for every display purpose with

COLUMBUS IMPERIAL DRUG STORE FIXTURES

Let us DESIGN and engineer your DRUG STORE to promote and SELL merchandise.

We have successfully given this service to our customers for over a quarter of a century.

"Giving you the best design, the best fixture and the best service by professionals"

CALL US FOR A SINGLE FIXTURE OR A COMPLETE STORE.

RAMSEY MANUFACTURING CORPORATION

513 East Trade Street
CHARLOTTE, NORTH CAROLINA
Telephone 704-334-3457



W. Whitaker Moose
Mount Pleasant

PRESIDING OFFICERS OF THE N. C. PHARMACEUTICAL ASSOCIATION

The current president of the NCPHA, W. Whitaker Moose, is shown at the left. He will preside while the 94th annual meeting of the organization is in progress in Pinehurst, March 24-26.

President-Elect Wilson will be installed on March 26. The 1975 Convention is set for the new Winston-Salem Hyatt House, April 13-15.

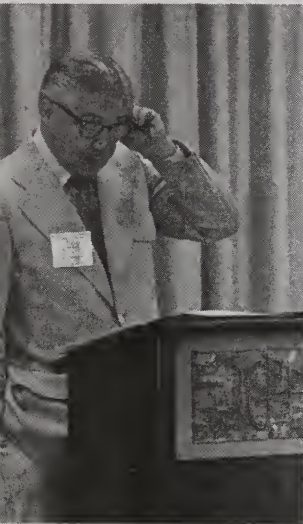
At the conclusion of the 1975 Convention, Lloyd M. Whaley will assume the presidency of the NCPHA. While the 1976 Convention dates are still open, the Convention City (Wilmington) has been selected.



W. H. (Bill) Wilson
Raleigh



Lloyd M. Whaley
Wallace



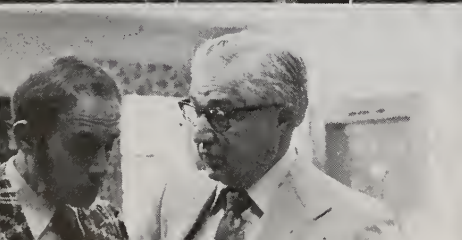
PHOTOGRAPHY

PHARMACY

ASSESSING

OF DRUG USE

IN HEALTH CARE





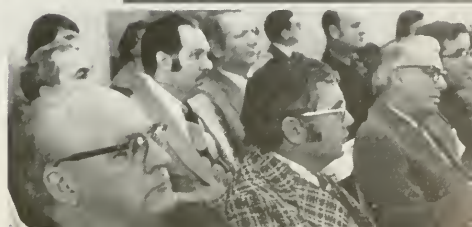
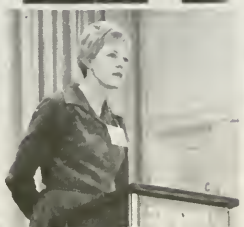
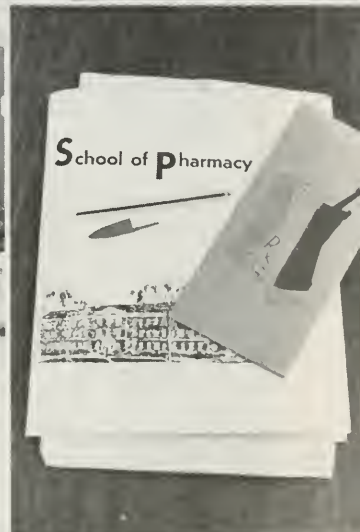
MINY DALTON

AR ON

QUALITY

E SYSTEMS

FACILITIES





J. M. Smith, Jr., President of Smith Drug Company and Glenn Hammett, Director of Smith Data Processing, show the central computer and data-phone equipment used to collect and process the information from the Electronic Cash Registers.



These three Store and Forward Modules are self-contained magnetic tape units. They store transactions and forward them to the central computer when polled by telephone.

POINT OF SALE TERMINALS AID INVENTORY CONTROL

by John Smith, Staff Writer
The Spartanburg Herald

One of the most modern advances in retailing was shown to a group of pharmacy students from the University of South Carolina when they toured Smith Wholesale Drug Company recently.

Generally, what the students saw was a new system of registering sales which will make the standard cash register seem as cumbersome and outdated as the abacus.

The machines are produced by Singer Business Machines, an off-shoot of the company that lets people zig-zag their way to tailor-made clothes.

The new cash register, called a "point of sale terminal" in computerese, will handle all the functions formerly done by the traditional cash register, but it will do them better and more quickly than ever before. It will also handle a number of functions not possible with conventional machines.

The new machine resembles the cash register in size, but that's about all. An array of buttons to push replaces those now seen on cash registers. A sleek design for the machine, with its sloping front and minimal number of buttons, gives it the space-age look most people associate with modern technology.

The system is relatively new to this area, with only a handful of stores in Greenville using the system. But soon all Craft's Drug Stores will convert to the new system.

It is Craft's decision which brought Smith into play. Craft's has its two Greenville (S. C.) stores on the system, with the Spartanburg stores to follow soon.

When in full operation Craft's in conjunction with Smith, will be able to tell at the end of each day exactly what was sold, by whom, how much it cost, how much profit Craft's made, and a running inventory will then tell Craft's what it has left on the shelves and if it needs to reorder merchandise.

Craft's system will be set up roughly in this way: Three of the machines will be in each of 12 stores. (There will be one in one store plus one more in the warehouse.)

Each machine will be connected to a data bank which is basically a sophisticated tape recorder. These data banks are then connected together in a series, with the final connection going to a data-phone system.

The phone arrangement will allow Smith to call Craft's after the store has closed for the day. The call will automatically result in the data which has been gathered for the day to be transmitted by phone to Smith's central computer which will have the inventory information stored in it.

By entering this data from each of the stores into the main computer, the information is correlated and inventory details are determined.

Obviously all of this is done out of sight of the customer, so what will the customer see that is different? Plenty.

To begin with, the price tags on merchandise will be different.

There will be three sets of figures on each tag. But customers need not worry about confusion. The price is clearly visible and well-defined.

When the customer brings his merchandise to the counter the sales clerk will use a "wand" to scan the tag. The wand will "read" the information encoded on the tag and automatically display the cost on a display panel at the top of the machine.

If no error has been made in making the tag, then there is no room for over, or under, charging the customer.

(The wand picks up the information on inventory from the other two sets of figures at the same time it is getting the price information.)

A push of the appropriate button, and the four per cent sales tax is automatically computed and entered.

If there is a discount, that too is computed automatically.

The machine is highly versatile and will adapt to any number of other operations.

For example, regular customers for prescriptions can have a code number which

(Continued on Page 36)

The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

EXTENDED PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Five Years

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MINUTES TRIPARTITE COMMITTEE MEETING

November 19, 1973

Members Present: Messrs. Paoloni (Chairman), Day, McLarty, Randall Werley, Willets and Caiola (Secretary)

Members Absent: Messrs. Mebane and Pike
Guests Present: Messrs. McAllister, Smith and Pittman

1.0 Introduction of Mr. Pittman:

Mr. Paoloni introduced Mr. A. Wayne Pittman, instructor at the School of Pharmacy, to the Committee. Mr. Pittman has major responsibility for practical experience coursework at the School.

2.0 Review of the Minutes of the Last Meeting:

Mr. Paoloni asked for comments on the minutes of the March 12, 1973 meeting of the Committee. These minutes were approved as originally distributed and finally corrected on April 3, 1973.

3.0 Review of the Administrative Guidelines for the Committee:

Mr. Paoloni presented to the Committee the "Administrative Guidelines for the North Carolina Pharmacy Tripartite Committee on Pharmacy Extern/Internship Programs." The Committee reviewed the rough draft and made a number of changes and clarifications. Appendix I is the draft adopted by the Committee, which will be sent to the appointing organizations for their approval.

4.0 Continuing Education Programs and Regional Meetings for Externs, Interns and their Preceptors:

Mr. Paoloni described the need for educational programs to be held next summer for externs, interns and preceptors. The expanded role of the School in practical experience training and externship/internship will need to be described in detail to all who are directly affected. It is necessary to obtain constructive feedback from externs, interns and preceptors concerning proposed changes. Open discussion of planned pro-

grams will also help obtain "grassroots" support for those practical experience requirements to be adopted.

Because many of those pharmacists, externs and interns who participate in the internship/externship program next summer will also potentially participate in the School of Pharmacy practical experience coursework, a complete mailing list of these people is necessary. Therefore, Mr. McAllister suggested the development of an intern/extern registration form that would provide an NCR copy which, when received by the Board, would be sent to the attention of Mr. Paoloni. A relatively complete mailing list could be developed from these copies of the registration form. This procedure was adopted and the School of Pharmacy will have the necessary forms printed. The people on the above mailing list will be contacted concerning a series of regional meetings to discuss the changing externship/internship program. In order to contact those other people who would also be interested in these changes, announcement of the regional meetings will be made through the *North Carolina Journal of Pharmacy* and other mailings.

5.0 "Concurrent Time" Practical Experience Training by the UNC School of Pharmacy:

Mr. Paoloni referred to his memorandum of July 16, 1973 referring to "Concurrent Time of UNC School of Pharmacy Courses." This memorandum expressed the Tripartite Committee members' approval of granting up to 400 hours of externship experience for participation in one or more of the following School of Pharmacy courses:

Orientation to Professional Practice	108 hours
Pharmacy 108L	
Clinical Pharmacy Clerkship	275 hours
Pharmacy 120	
Introduction to Clinical Pharmacy Practice	36 hours
Total number of hours the student can gain:	419 hours

(Continued on Page 24)

TRIPARTITE COMMITTEE MEETING

This memorandum was brought to the Committee's attention to obtain approval at a formal meeting. The Committee members reiterated their support of the above procedures as stated in the July 16 memorandum (see Appendix II).

*6.0 Consideration of the New UNC
School of Pharmacy Curriculum:
Block Style During the Fifth
(5/5) Year:*

Mr. Caiola stated that the School is presently going through the necessary channels of developing a block style curriculum for the senior, 5/5, year. In this program, one-half of the senior class would be in off-campus practical experience coursework under practitioner-preceptors while the other half of the class was on campus taking necessary didactic courses. During the second semester, that half of the class which was on campus would go off campus to obtain practical experience, while those who were off-campus during the first semester would return to complete their didactic training. Developing a curriculum that allows the School active participation in the practical training of the students is a further example of the School seeing its responsibility to train quality practitioners. The American Council on Pharmaceutical Education (ACPE) has seen this as a responsibility of schools of pharmacy, as in their revised accreditation standards they state that "a curriculum be designed to include an externship and other clinical components that will lead to the degree of professional competence in students required for admission to the licensure examination." A number of schools of pharmacy have developed quality practical experience coursework in this block style. Mr. Wayne Pittman, an instructor at the School of Pharmacy who is responsible for much of the practical experience coursework, described a number of these programs to the Committee. Mr. Pittman recently attended a seminar of the American Association of Colleges of Pharmacy (AACP) which dealt with practical experience training. He stated

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We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its fifty-third volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

that almost all schools are becoming very actively involved in directing practical experience coursework as a part of their curricula.

Mr. Caiola mentioned that it is the responsibility of the Tripartite Committee to develop the standards for student participation in practical experience coursework that will serve as externship experience. The Tripartite Committee will have to develop and implement the quality standards we will follow with our students and practitioners. At upcoming meetings the standards will be presented to the Committee for review and revision.

Mr. Paoloni mentioned a number of problems which need to be solved over the next year before implementation of the block style program. Regional meetings to explain the program and evaluate it as an ongoing learning experience, recognition of preceptors, costs for students and preceptors are a number of the problems which need to be faced and solved. Mr. Paoloni mentioned that the Area Health Education Centers (AHEC) under development around the State would aid us greatly in implementing this program. If funds are appropriated as requested, there will be a number of faculty members of the School of Pharmacy permanently located in AHEC areas throughout the State. These faculty members would serve as guidance sources to the practitioner-preceptors within the given area. These faculty would also hold and coordinate continuing education programs and regional meetings that would aid in facilitating and evaluating the practical experience courses of the School. The Committee will be kept informed of the development of the AHEC programs.

*7.0 Appointment of New Members
and Election of Officers for the
Tripartite Committee:*

The Committee moved to postpone appointment of new members until 1974. Also, it was decided that the present officers should hold their respective positions until the next election, September, 1974 (see Appendix I for guidelines on appointment of new members and election of officers).

8.0 Next Committee Meeting:

Chairman Paoloni called the Committee to meet again on Monday evening, January 14, 1974. The chairman and secretary will prepare an agenda and remind each member and ex officio member of this meeting at least 14 days prior to the meeting date.

Respectfully submitted,
/s/ Stephen M. Caiola
Secretary

TRIPARTITE COMMITTEE

Chairman

Claude U. Paoloni, Chapel Hill

Vice-Chairman

Jesse M. Pike, Concord

Secretary

Stephen M. Caiola, Chapel Hill

Representing the N. C. Pharmaceutical
Association

George C. McLarty, Jr., High Point

A. H. Mebane, III, Greensboro

George M. Willets, III, Chapel Hill

Representing the N. C. Board of Pharmacy

Harold V. Day, Spruce Pine

Jesse M. Pike, Concord

W. H. Randall, Lillington

Representing the UNC School of Pharmacy

Stephen M. Caiola, Chapel Hill

Claude U. Paoloni, Chapel Hill

LeRoy Werley, Chapel Hill

ELEPHANT STEW

1 elephant (medium size)

2 rabbits (optional)

salt and pepper

Cut the elephant into small bite-size pieces. This should take about two months. Add enough brown gravy to cover. Cook over kerosene fire for about four weeks at 465°. This will serve 3,800 people. If more are expected, two rabbits may be added, but do this only if necessary as some people do not like to find a hare in their stew.—*Tar Heel Bulletin*, N. C. Assn. of Launderers and Cleaners.

**ADMINISTRATIVE GUIDELINES
FOR THE
NORTH CAROLINA PHARMACY TRIPARTITE COMMITTEE
ON PHARMACY EXTERN/INTERNSHIP PROGRAMS**

I—NAME

The name of this committee shall be The North Carolina Pharmacy Tripartite Committee on Pharmacy Extern/Internship Programs.

II—PURPOSE AND OBJECTIVES

The Pharmacy Tripartite Committee shall be a service agency to the North Carolina Board of Pharmacy. It shall be the intention of the Tripartite Committee to discuss and make recommendations to resolve important problems of interest and concern relevant to the extern/internship program, to improve and insure effective learning and application of pharmaceutical knowledge in the professional development of the extern/intern into a safe and competent pharmacist.

III—FUNCTIONS

The Tripartite Committee shall function as an advisory committee to the Board of Pharmacy in matters relating to the practical experience program for the extern/intern in pharmacy. Its functions shall include:

1. Survey internship education within the state and compare with existing programs in other states.
2. Recommend an organizational pattern and mechanism for internship education utilizing the capabilities of the profession, the school and the board of pharmacy.
3. Provide opportunities for internship education through the recruitment of qualified and interested preceptors.
4. Coordinate internship learning experiences with the academic background of the intern.
5. Recommend procedures for preceptor qualification and provide the preceptor with the necessary guidance to enable him to structure a sound educational program for the intern.
6. Provide continuing direction to the educational aspects of internship.
7. Serve as coordinating group for intraprofessional communication on internship within the state.

IV—MEMBERSHIP

- A) The appointing organization shall consist of the North Carolina Board of Pharmacy, the North Carolina Pharmaceutical Association and the University of North Carolina School of Pharmacy.
- B) The appointed membership shall consist of three representatives of each appointing organization.
- C) Ex Officio membership shall consist of the Secretary-Treasurer of the North Carolina Board of Pharmacy, the Executive Secretary of the North Carolina Pharmaceutical Association and the Dean of the University of North Carolina School of Pharmacy. By agreement of the Chairman and Secretary of the Tripartite Committee, other individuals may be invited to attend the meetings. Any officer or executive committee member of either the Board of Pharmacy or the North Carolina Pharmaceutical Association and any faculty member of the University of North Carolina School of Pharmacy may be invited to attend the meetings by its appointing organization.

V—TERMS OF APPOINTMENT

Each representative shall be appointed for a period of three years. The appointment year shall begin with the annual meeting of the Committee. Such appointments shall be staggered so that one representative of each appointing organization shall terminate his appointment each year. Vacancies shall be filled by the respective appointing organizations. Any representative may be reappointed by his appointing organization.

VI—VOTING PRIVILEGE AND QUORUM

Only appointed members shall have a vote, except that in the absence of an appointed member, a designated ex officio member of the appointing group shall have power to vote. A quorum shall consist of six voting members, providing the three appointing organizations are represented.

VII—OFFICERS

There shall be a Chairman, a Vice-Chairman and Secretary of the Pharmacy Tripartite Committee. The chairman shall be elected annually for a one-year term. Each year the chairman shall be elected on a rotation basis representing successively each appointing organization and therefore, shall not succeed himself. The chairman shall take office at the conclusion of the meeting of his election. He shall preside at meetings and shall perform the usual functions of chairman.

The vice-chairman shall be elected annually. He shall have the duties generally assigned to vice-chairman and shall function as chairman in the absence of the chairman. He shall not represent the same appointing organization as the chairman.

The secretary shall be elected for a two-year term. The secretary shall perform the functions customary for that position, shall be responsible for the minutes of each meeting, said minutes to be furnished the members of the committee and the ex officio members of the appointing organizations within three weeks after each meeting.

VIII—ELECTION OF OFFICERS

Election of the chairman and vice-chairman shall take place at the annual meeting. The secretary shall be elected every two years at the annual meeting. A majority vote of the members present is required.

IX—MEETINGS

There shall be a regular annual meeting of the Committee in September. Special meetings may be called by the chairman or by at least one representative from each appointing organization. Attendance at meetings shall be limited to appointed members, ex officio members and other individuals who may be invited by the chairman to participate in the program, or whose presence may be requested by either of the appointing organizations. Notice of each meeting shall be given to regular members and ex officio members at least 14 days prior to the date of the meeting.

X—COMMITTEE

There shall be an Executive Committee of three members, consisting of the chairman, vice-chairman and secretary who shall advise with the chairman at his request. Subcommittees may be appointed by the chairman, reporting to the Tripartite Committee and each organization shall be equally represented on such subcommittees unless exempted by the Tripartite Committee.

XI—FINANCING

The expenses of representatives to the Tripartite Committee shall be the responsibility of the respective appointing organization.

XII—RELATIONSHIP OF TRIPARTITE COMMITTEE TO APPOINTING ORGANIZATION

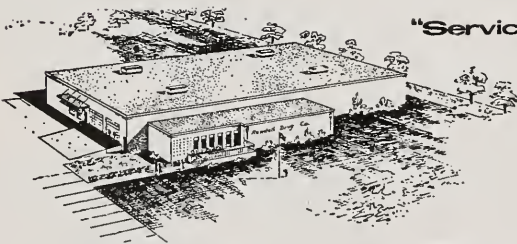
The Tripartite Committee shall be a service agency to the North Carolina Board of Pharmacy on matters related to the purpose and objectives of the Tripartite Committee. It shall function primarily as a means of constructive exchange of opinions in achieving the purposes and objectives of the Committee. Recommendations of the Tripartite Committee shall be advisory to, but not binding on, the North Carolina Board of Pharmacy. The Tripartite Committee may originate matters for consideration by, or may receive matters for consideration from, the appointing organizations.

XIII—ADDITIONS AND DELETIONS TO THESE GUIDELINES

These Guidelines may be changed with a two-thirds vote of the Tripartite Committee members.

XIV—APPROVAL

The Administrative Regulations shall become effective upon approval by the Tripartite Committee and the appointing organizations.



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ABOUT THOSE "UNPAID" PAID PRESCRIPTIONS

Paid Prescriptions processes more than 300,000 prescriptions each month. Of these, 95% are paid in thirty days. It is the 5% unpaid billings which create problems, especially if the unpaid prescriptions go back for an appreciable period—three to six months.

Mr. Frank Yarborough of PAID PRESCRIPTIONS and Mr. Benny Ridout of the N. C. DEPARTMENT OF SOCIAL SERVICES are well aware of the situation and all along have sought corrective procedures. At a recent conference attended by these two pharmacists and a representative of the NCPHA, a planned payment procedure was announced as follows:

- (1) All unpaid Medicaid prescriptions through May 31, 1973, were paid by the end of 1973. This required maximum cooperative effort due to numerous reasons for initial rejection of claim.
- (2) A concerted effort will be made to "catch up" the unpaid claims submitted to Paid Prescriptions for the period June 1 through November, 1973. Payment for some of these prescriptions will be made in January with a close-out for the 6 months period set for March 1, 1974.

Due to the nature of the program, each claim must be checked prior to payment. And errors and omissions do come in at all levels—at the certification point, in the pharmacy, and at the state level. The main thing: a continuing effort is being made to improve what is generally conceded to be one of the better state Medicaid prescription reimbursement programs.

Hopefully, during 1974, the current system will be adapted to quickly identify the "problem prescriptions" so that payment will not be unduly delayed. We know that is the objective of Mr. Yarborough and Mr. Ridout as well as the NCPHA.

WINDSOR

An attempted robbery of Windsor Pharmacy on Christmas morning failed to come off for three young men when local police, previously alerted, made the arrest.

Police searched the pharmacy premises after Pharmacist Ernest Carraway opened the front door. The three men refused to come from an adjoining stockroom but tear gas took care of this situation.

A quantity of drugs, bagged up and ready to go, was in the stockroom with the three men.

JUSTICE AIDS 122 STUDENTS

The Justice Drug Company of Greensboro has made another substantial contribution to the Pharmacy Student Loan Fund which is administered by the N. C. Pharmaceutical Association.

The year-end contribution was made by Justice on behalf of its customers throughout the state.

Since the Fund was established by Justice, 122 pharmacy students at UNC have been assisted with non-interest loans which are repaid after the student graduates and is in pharmacy practice.

CONTRIBUTE TO TMA FOUNDATION

Contributions to the TMA Foundation in memory of the late Harold Daniels of Durham have been received from

N. C. Mutual Wholesale Drug Company, Durham and Gordon and Rush Hamrick of Kendall Drug Company, Shelby.

Also a contribution to same foundation from Kendall Drug in memory of William A. Yandell of Pineville.

ORGANIZATIONAL ACTIVITY AT THE LOCAL/DISTRICT LEVEL

HICKMON ELECTED PRESIDENT OF CAPE FEAR PHARMACEUTICAL SOCIETY

The Cape Fear Pharmaceutical Society was reorganized at a recent meeting of the pharmacy group in Fayetteville.

Officers elected and installed are

President: James R. Hickmon

Vice-President: Bill Finch

Secretary: Leon Tomlinson

Treasurer: Hunter Smith

Serving as county representatives on the Board of Directors are

Cumberland—Fred Raehide, Fayetteville

Robeson—Donald H. Bissett, Lumberton

Sampson—Shelton Brown, Jr., Clinton

BURKE COUNTY

The Burke County Pharmacists Society, meeting in Morganton on December 13, heard NCPHA Executive Director W. J. Smith of Chapel Hill discuss various legislative proposals of mutual interest to Pharmacy.

The presiding officer was Charles M. Davis, Jr., president of the Society.

DUDLEY ELECTED

Newly elected officers of the Rockingham County Society of Pharmacists are W. G. Dudley, Jr., president; Charles D. Riee, vice president; and F. Philip Link, secretary-treasurer, all of Reidsville.

DURHAM-ORANGE

Thirty pharmacists met in Chapel Hill on January 8 to plan reactivation of the Durham-Orange Pharmaceutical Association.

Gerald M. Stahl, Chief Pharmacist of Watts Hospital, Durham, was elected chairman. A survey to determine member interest in organizational activity will be com-

pleted prior to next meeting of the Durham-Orange group, which is set for early March.

LeRoy Werley, Assistant Dean of the UNC School of Pharmacy, presided.

WAKE COUNTY

L. M. (Mae) McCombs, Lilly Representative, was lauded for his services to North Carolina Pharmacy at a dinner in Raleigh on January 11. The dinner was sponsored by the Wake County Pharmaceutical Association.

The dinner signaled Mr. McCombs retirement from Eli Lilly and Company. The inscription on a shield-type plaque presented to Mr. McCombs read: "In appreciation of his vision, leadership and more than forty years of dedicated service to North Carolina Pharmacy."

Mr. McCombs continues as secretary-treasurer of the Traveling Men's Auxiliary, NCPHA.

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SCRUTABLE PRESCRIPTIONS

Editorial, Greensboro Record,

November 30, 1973

Slathers of evidence have accumulated in congressional hearings in recent years that consumers obliged to buy prescription drugs are frequently gouged.

Just how much gouging has been done defies reduction to statistics. It is no secret, however, that the pharmaceutical industry has the nation's highest profit rate among major manufacturers. And health-care experts, both in and out of Congress, have testified that within that rate are a lot of profits enormously excessive.

Whether they are excessive enough substantially to have affected the cost of living spiral has not been so thoroughly debated. Nor should that factor alone be determining when it comes to regulations making drug prices more realistic. But both need for cost-of-living debate and an expense burdensome to millions of people are likely to recede if the Cost of Living Council adopts a rule proposed by one of its advisory committees.

It is a simple rule, albeit one by statute outlawed in most of these United States: Drugstores throughout the country would have to post price lists of prescription drugs offered by them.

Taken alone, that step would do little more than warn a customer of how sharp the bite would be once a pharmacist had filled that no-price-hinted-at prescription sent over by his doctor. But in tandem with a regulation proposed by the Food and Drug Administration, that posted list could do a good deal to make drug prices more reasonable.

The FDA proposal is that drug lists—not only those posted but those advertised or circulated in catalogues—must contain both chemical and brand names of a product, the price of each and the dosage to which prices apply.

That—assuming, of course, that the Cost of Living Council orders list-posting—should tell a customer all he needs to know to do some budget-deflating comparison shopping.

Such a nudge to candor will not be welcomed by many drug retailers. Big and small

alike have long opposed mandatory price exposures, in particular that which permits customers to ponder the price gap between expensive brand-name products and their generic equivalents.

Some small operators, of course, have good cause to be fearful. They will be in poor position to compete with big chains that can buy in bigger wholesale lots. They should be entitled to higher prices, say the little dogs, because they extend credit, have delivery service, and keep tax records for their customers.

And, those extra services taken into account, slightly higher prices they should have—but not higher prices concealed from the customer. Prices, whether in the neighborhood drugstore or the national-chain outlet, should be posted for all to see. They should also be arranged in a manner facilitating customer comparison not only of prices at different stores but of prices for similar products within the same store.

DISTINCTIVE



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UNC PHARMACY SCHOOL NOTES

DRUG EDUCATION PROGRAM RECEIVES GRANT FOR VENEREAL DISEASE EDUCATION

Under funds from the Merck Foundation and now managed through the Student American Pharmaceutical Association, the Drug Education Program at the School of Pharmacy has been awarded a \$300 grant to develop educational materials regarding Venereal Disease. The money will be used to print a booklet on venereal disease and students, as well as purchasing materials to be used in venereal disease education.

Similar grants were made to some 30 pharmacy schools throughout the country. Staff coordinator for the local project is Steve Moore. Student coordinators are Bill Smith and Barry Wester. If the project can be of aid to pharmacists in their local efforts, they are asked to contact the Drug Education Program for further details.

NARD-LILLY ESTABLISHES PHARMACY STUDENT AWARDS PROGRAM

A national program designed to stimulate greater interest by pharmacy students in community pharmacy careers has been announced jointly by The National Association of Retail Druggists and Eli Lilly & Co., Indianapolis, Indiana.

The new NARD-Lilly Award program will offer a \$100 cash prize to one student in each of the nation's pharmacy colleges who writes what judges determine is the best paper on the advantages of community pharmacy practice. They will base their papers this year on the theme: "The Challenges

and Opportunities of Being A Community Pharmacist."

Eight finalists will be selected after consideration of all papers by committees composed of community pharmacists and faculty members representing different colleges of pharmacy. All of the finalists will receive an additional \$100 plus an expense paid trip to the 1974 NARD Convention to be held September 29 to October 3 in the new MGM Grand Hotel in Las Vegas, Nevada.

One of the eight will also be named winner of an additional national award of \$1,000.

The American Association of Colleges of Pharmacy is cooperating in the program by encouraging member college participation. The AACP will also advise the NARD in selecting pharmacy college faculty members who will serve on the award committees.

Willard B. Simmons, Executive Secretary of the NARD, commended Eli Lilly & Co., for providing the grant that makes the program possible.

PHARMACY SCHOOL CITED FOR HOLIDAY CONTRIBUTION

The UNC School of Pharmacy was cited recently for its Holiday contribution to the Inter-Church Council for Social Service. Students, faculty and student organizations raised \$40 which was donated to assist needy families.

LeRoy D. Werley, III, Student Body President, credited the school's pharmacy senate with originating the fund drive which the Council used in the form of grants and loans to low income residents of Chapel Hill and Carrboro.

DOINGS

OF THE AUXILIARIES

- Charlotte—Mrs. T. K. Steele
- Mortar & Pestle Club—Mrs. Francis Stovall
- Western N. C.—Mrs. Phillip Crouch
- Raleigh—Mrs. Henry Williams

CHARLOTTE

With jams and jellies, pickles and relishes, candy and pies, Christmas decorations and gifts, the annual auction of the Charlotte Woman's Auxiliary was underway. Mrs. Bruce Medlin and Mrs. Charles Jarrett served as auctioneers. Bidding was brisk, resulting in one of the most successful auctions in the history of the Auxiliary.

Held at the YWCA, this is an annual event held to help finance the benefit bridge in February and to meet other commitments.

Mrs. Robert Lewis, president, presided at the business session and Mrs. W. B. Hawfield presented an inspirational devotional on *The Real Meaning of Christmas*.

Mrs. Bruce Medlin helped to create a happy Christmas atmosphere with colorful decorations.

MORTAR AND PESTLE CLUB

The Mortar and Pestle Club of Durham held its December meeting at the home of Mr. and Mrs. W. P. Wells. Beautifully arranged Christmas decorations, soft candlelight, and a roaring log fire added much gaiety to the occasion.

Special guests at the covered dish dinner were Mr. and Mrs. James R. Hickmon, Mr. and Mrs. George Cocolas, Mr. and Mrs. George Pyne, and husbands of the club members.

Mr. Pyne presented a delightful illustrated talk entitled "A Walk Around Durham" and "The Metamorphosis of the Butterfly."

Animal pillows which had been made at a "Cut and Sew" November meeting, and

gifts for Operation Santa Claus, were on display.

The January meeting, scheduled to be held at the home of Mrs. T. H. Mangum, will feature Dr. Paul Fehrenback of the Mental Health Program in Durham as guest speaker.

WESTERN NORTH CAROLINA

The Western North Carolina Drug Club has had a busy year. In October they had Mrs. James R. Hickmon, Auxiliary State President, as a special guest. The covered dish luncheon, held in the home of Mrs. Glen Rogers, also included reports from members who attended the Fall Convocation in Chapel Hill.

The November meeting, held at the Knife and Fork Restaurant, saw plans made for giving Christmas gifts to the 50 patients at Haven Rest Home. Thirty-five of these patients are from Broughton Hospital.

Mrs. Tom Donnelly, Vice-President, conducted the October meeting, and Mrs. H. K. Garmany, President, presided at the November session.

The December meeting featured fun and fellowship for all, as members wrapped presents for the patients at Haven Rest Home. Care had been taken to see that patients were given gifts according to their interests. It was learned that some liked to quilt, others to read, work puzzles, crochet or knit, while others could enjoy fruits and hard candies.

RALEIGH

The Raleigh Women's Pharmaceutical Auxiliary was given quite a boost in its efforts in the state project to alleviate Mental Illness.

Mrs. Edward Coates, project chairman, reported that John R. Williams, executive vice-president of Burlington House, had arranged for the delivery of nineteen pairs of lined draperies, made to window measurements, to the Halfway House for Women.

The Auxiliary president, Mrs. Jerry Price, also reported she had received a bolt of material from Hoyt Aldridge of Beautit In-

(Concluded on Page 35)

TRIALS OF AN ASSOCIATION EXECUTIVE

- IF*—He talks on a subject, he is trying to run things.
- He is silent, he is dumb and has lost interest.
- He usually is at the office, why doesn't he get out?
- He is out when we call, why doesn't he stick around more often?
- He can see us immediately, he doesn't have much to do.
- We have to wait an hour for him, he doesn't run his office right.
- He is not at home at night, he must be out carousing.
- He is at home, he is neglecting outside contacts.
- He is attending allied meetings, he is not handling our affairs.
- He is not in important high places, he should be wherever it counts.
- He does not agree with you, he is ignorant or bullheaded.
- He agrees with you, he is a "yes-man."
- He seems too busy for casual talk, his job has gone to his head.
- He enjoys casual talk, that's all he has to do anyway.
- He takes two months to complete a project, he's jumping into things.
- He takes 10 months, he doesn't get things accomplished.
- He gets things done without local help, that's what he should do.
- His ideas are delayed because of no follow-through, it's all his fault.
- He sends out frequent bulletins, it's too much to read.
- He does not send out bulletins, he's not keeping us informed.
- He appears more cordial to one member than another, he is playing politics.
- He should give someone a short answer, trim him down to size in his next budget.
- He tries to explain both pros and cons of something, he is pussy-footing.
- He doesn't explain things, he doesn't let us know things fully.

- He is well dressed or drives a good-looking car, he thinks he is a big shot.
- He isn't or doesn't, he isn't a proper representative of our important industry.
- He takes a vacation, he has been on one all year.
- He doesn't take a vacation, the office isn't run correctly.
- He spends time out in the field, he's neglecting the bigger items in the industry.
- He is wrapped up in big things for the industry, why isn't he attending local meetings?
- He is on the job a short time, he is inexperienced.
- He has been there a long time, we need new ideas and it is time for a change.
- Manufactured Housing Institute of S. C.*

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specialized collection service**

Your Association's Collection Service is an affiliate of a national organization currently serving members of more than 700 leading trade associations throughout the nation.

Don't lose sales volume because customers owe you money and are trading somewhere else. Your Association's Collection Service will chase those debtors back into your place of business to pay YOU direct. You will get accounts OFF your ledger and IN your bank account—and you will also have many former customers back doing business with you again. For information, contact your Association office. It will pay you to do so.

**On request, A representative
of the I. C. System will explain
the collection program in detail.**

**Call or write the NCPA, Box 151,
Chapel Hill, North Carolina 27514**

MARRIAGES

Miss Doris Kay McMillon of Rhonda became the bride of Grady Samuel Phillips, Jr. of Clemons on December 8 in Centenary United Methodist Church in Winston-Salem. Mr. Phillips is a graduate of the UNC School of Pharmacy and is manager and pharmacist with Reveo Drug, Winston-Salem.

DEATHS

R. B. Bolton

Robert Baugham Bolton, age 64, died December 8.

A graduate of the UNC School of Pharmacy (1931), Mr. Bolton was associated with various pharmacies prior to buying a pharmacy in Rich Square (1935). At the time of his death, Mr. Bolton was the owner/manager of Bolton's Drug Company.

C. J. Sisk

Charles Jones Sisk, age 69, Asheville Pharmacist, died December 10 in an Asheville hospital after a long illness.

A graduate of the UNC School of Pharmacy (1924), Mr. Sisk opened Malvern Hills Drug Store, Asheville, in 1946 following five years in Atlanta as a partner in the operation of Chestnut Street Pharmacy. In 1937 he returned to Bryson City to operate the Sisk Drug Store and continued with this firm until moving to Asheville.

He was a former president of the Western North Carolina Drug Club and a trustee of the Elks Lodge.

Surviving are a daughter, Mrs. Sandra S. Fleming of California; a son, Pharmacist William T. Sisk of Asheville; a sister, Mrs. Lila S. Cole of Florida; a brother, Pharmacist Robert C. Sisk of Asheville; and eight grandchildren.

E. W. Woolard

Edward Watson Woolard, age 80, Henderson pharmacist, died December 18 at his home following a period of declining health.

Licensed as a pharmacist in 1915, Mr. Woolard was well known in the Henderson area as the operator of a number of progressive pharmacies. He was a member of the NCPHA for more than 50 years and was inducted into the Association's 50 Plus Club in Durham in 1965.

Memorial services were held in Henderson at the Holy Innocence Episcopal Church on December 20.

Survivors include his widow, Mrs. Edith Outlaw Woolard; one sister, Miss Elsie Woolard of Henderson; one brother, Charles N. Woolard of Wilson; and one stepson, J. Frank Freeze of Raleigh.

John Harper Best

John Harper Best, age 76, died January 1 in Wesley Long Hospital, Greensboro.

Following graduation from the UNC School of Pharmacy in 1923, Mr. Best moved to Asheboro where he managed the Standard Drug Company. Best Drug Company was established in Greensboro in 1928, a pharmacy which he continued to operate until ill health forced retirement 18 months ago.

Mr. Best became a life member of the NCPHA in 1936 and was inducted into the 50 Plus Club in 1973.

Survivors are the widow, Mrs. Ruth Vernon Best; sons, Robert H. Best of Greensboro and Cmdr. W. V. Best with the U.S. Navy at New Orleans, La.

(Continued from Page 33)

dustries. A "cut-and-sew" project, scheduled for January 10 at the home of Mrs. R. E. Woodecock, will make curtains for the Men's Halfway House.

The generosity and thoughtfulness of these gentlemen and their companies are greatly appreciated. Both these homes, which house mental patients returning to their communities, will be more pleasant from these efforts as well as from other club donations of household items.

POINT OF SALE TERMINALS

can be entered into the machine to keep a record of what and when drugs were purchased. This is not planned initially at Craft's, however.

There are buttons to push for employee code numbers, employee discounts, whether the sale was cash or credit, and the department the merchandise is from.

It is possible for the machine to compute the exact amount of change owed to the customer, though this is also possible with some present cash registers as well.

Though nightly computations are possible, to begin with Smith will supply Craft's with a report on the data it compiles each week. How often the reports are issued will vary. It can be done as rarely as once a month and still keep the customer (that is, the retailer) properly serviced.

The exact schedule of reporting will be determined once the system is in operation and some evaluation is possible.

All of this sounds expensive and it is. Each register costs Craft's \$2,765, though cost varies with how many machines are bought. Each scanner (the wand) costs another \$950.

This represents roughly a \$200,000 investment by Craft's. Craft's president, S. H. Ashcraft, says that increased efficiency in ordering merchandise will just about eliminate over or under stocking.

Sales volume increase will be the principal advantage of the new system, according to Ashcraft, and this will make the system pay off.

The Singer Company makes the full array of machines necessary to implement the system but the president of Smith Wholesale Drugs, J. M. Smith, says that Smith will use an IBM computer the company has for its end of the set-up.

As to possible expansion of the system to include other retailers in Spartanburg who might be interested in converting to the new system, Glen Hammett, who heads the data processing division at Smith, says the firm has unlimited capacity for expansion.

Talking of Smith's complex of computers which will handle this latest advance in retailing, Hammett puts it simply: "You can't get any better."

CLASSIFIED ADVERTISING

Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

In replying to "blind" ads, address Ad. No. ———, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514

WANTED: Above-average opportunity open to pharmacist as Assistant to the Director of Pharmacy Services, Caswell Center, Kinston, North Carolina. Call Michael Craven for the details. (919) 527-6261.

STAFF PHARMACIST needed for expanding Medical Center Hospital Pharmacy. Competitive salary combined with excellent fringe benefit package. Please send resumé to: Personnel Department, North Carolina Baptist Hospital, 300 South Hawthorne, Winston-Salem, N. C. 27103 E.O.E.

RELIEF PHARMACIST—Open for employment in the Raleigh-Durham-Chapel Hill area. Prior experience in both community and hospital pharmacy. NCPHA Box 1-1.


RELIEF PHARMACIST available weekends only. Chapel Hill, Durham or adjacent areas. Call Forrest McCall (919) 929-8826.

FOR SALE: Complete set drug store fixtures and equipment, including show cases (lighted), gondolas, etc. Must move this month. Call Mrs. W. L. Sloan, Chapel Hill (919) 942-3872.

FOR SALE—Twelve drug store shelves for medications; adjustable; almost new and in excellent condition; some single side; some double with partition; size is variable from 5½ ft. to 6½ ft. average. Reply to Ad. No. 1-2.

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CONSULTATION Our design consultant will work with you from rough idea through finished plan. He'll carefully analyze every facet of your operational needs and potential, and recommend practical solutions.



DETAILED PLANNING For a single department or a complete new store, our design consultant will prepare detailed plans assuring you the most effective arrangement, the best traffic patterns, the most sales stimulating Columbus fixtures, displays and decor.



INSTALLATION He'll then supervise the installation of your new Columbus fixtures, work with all trades involved to see that your new selling environment is complete and workable in every detail ... in the shortest possible time.



FOLLOW THROUGH And he'll help you through the "break-in" stage, seeing to it that your new fixtures serve you and your customers as designed.

IN COOPERATION WITH THE COLUMBUS SHOW CASE COMPANY

we are offering area druggists the finest, and most extensive lines of store merchandising display fixtures, plus complete store planning and modernization service available anywhere. As one of America's oldest, most experienced manufacturers of store equipment, Columbus has everything you need to up-date your store and make it more profitable. Just ask your **O.M.B.** representative for details.

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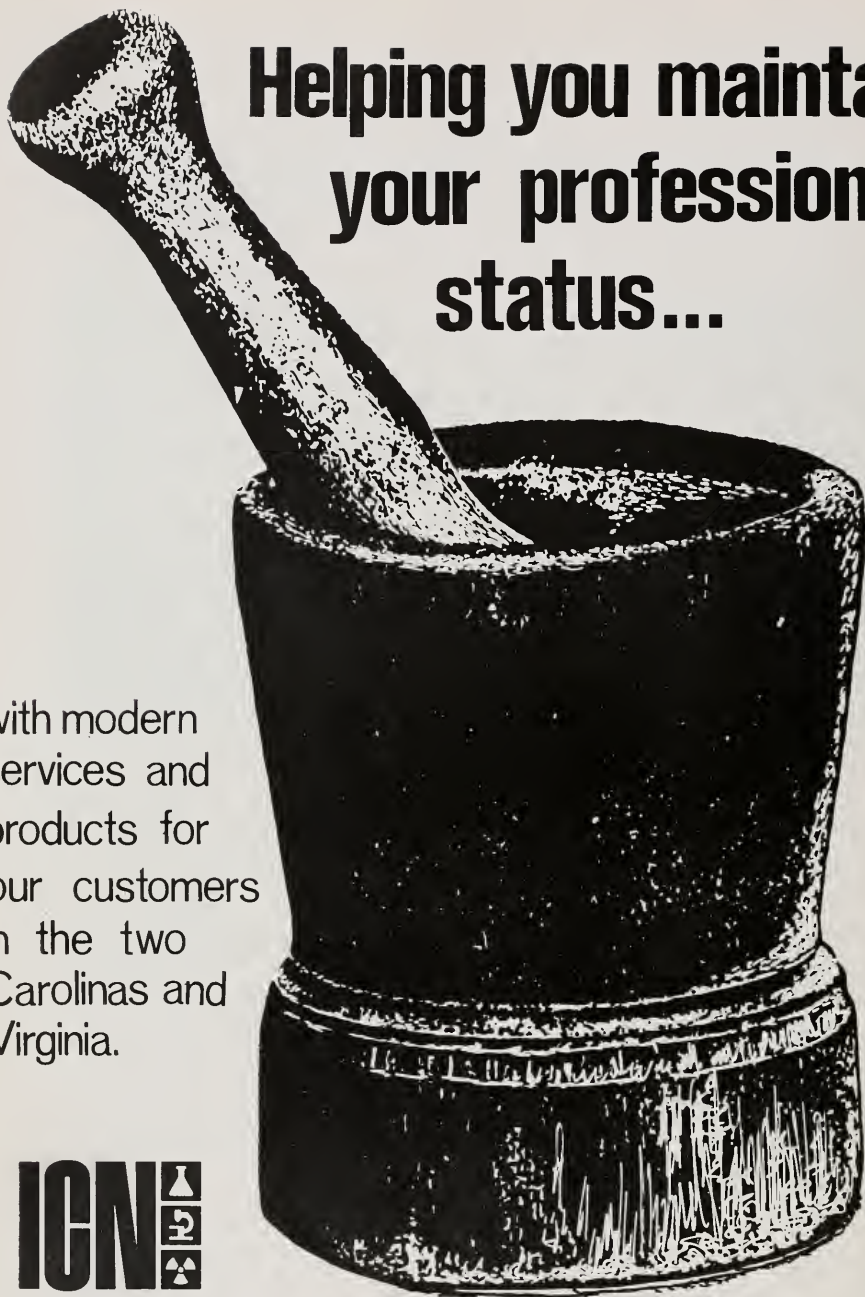


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**Pinehurst Hotel and Country Club, Pinehurst, North Carolina Headquarters for the 94th Annual Meeting of the North Carolina Pharmaceutical Association and Affiliated Auxiliaries
Sunday—Monday—Tuesday, March 24-25-26, 1974**

APPLICATIONS FOR ROOM RESERVATIONS AT THE PINEHURST HOTEL & COUNTRY CLUB MAY BE OBTAINED FROM THE NORTH CAROLINA PHARMACEUTICAL ASSOCIATION P. O. BOX 141, CHAPEL HILL, NORTH CAROLINA 27514 TELEPHONE (919) 967-2237

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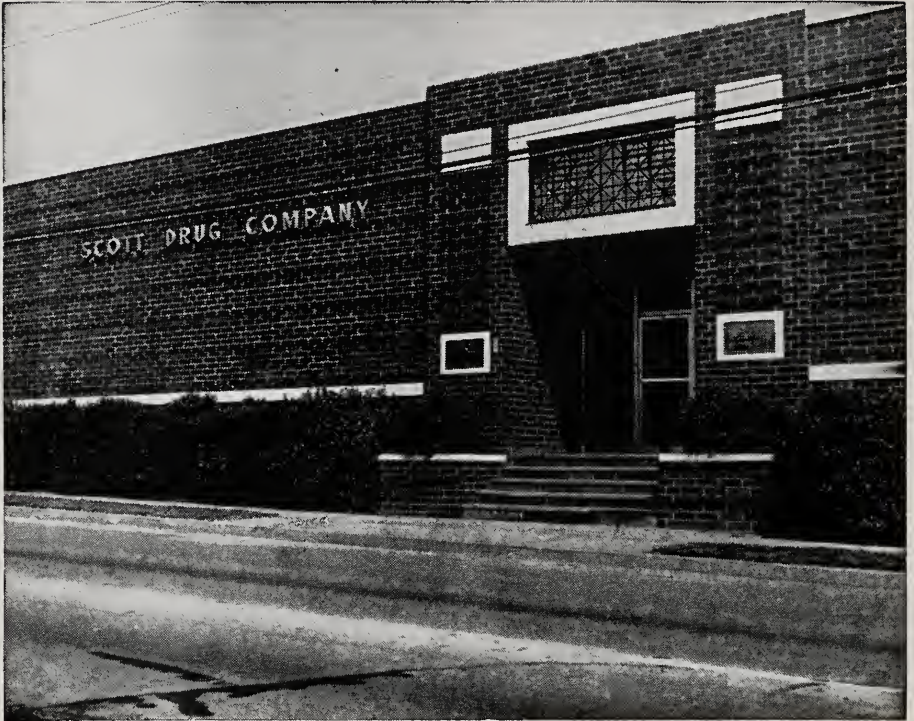


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Now in our 77th Year of Service to the North Carolina Retail Druggists

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The Carolina JOURNAL OF PHARMACY

February, 1974

Vol. LIV

No. 2

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The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Second class postage paid at Chapel Hill, North Carolina 27514.

RANDALL ELECTED VP OF ACADEMY/GP

William H. (Bill) Randall, Lillington pharmacist, has been elected vice president of the Academy of General Practice.

Mr. Randall is secretary-treasurer of Lillington Enterprises, Inc., which operates two pharmacies and a nursing home. He has served the Academy as Region I representative.

Professional affiliations in-state include the North Carolina and Cape Fear Pharmaceutical Associations and serves as a member of the N. C. Board of Pharmacy.

ROGERS APPOINTED MEMBER OF RESOURCE COMMITTEE

James E. Holshouser, Jr., Governor of North Carolina has appointed Ralph Rogers, Jr., Manager of N. C. Mutual Wholesale Drug Company, Durham, to serve on a Citizens Advisory Committee to assist the State of North Carolina and the Federal Government in developing a plan for wise use of the resources of the Tar-Neuse River Basin.

The appointment is for a 3-year period.

As a member of the Advisory Committee, Mr. Rogers will be working with the Planning Division of the Office of Water and Air Resources, a division of the Department of Natural and Economic Resources.

CEKADA ELECTED PRESIDENT OF THE ALASKA SOCIETY OF HOSPITAL PHARMACISTS

Emil L. Cekada, M.P.H., Chief, Area Pharmacy Branch, Alaska Area Native Health Service, has been elected President of the Alaska Society of Hospital Pharmacists for 1974.

Pharmacist Cekada is a graduate of the UNC School of Pharmacy and has a master's degree in Public Health Administration from the University of Minnesota.

The Alaska Native Health Service includes a network of seven hospitals and five outpatient facilities.

OAKLEY INSTALLED AS PRESIDENT OF N. C. SOCIETY OF HOSPITAL PHARMACISTS

William Oakley of New Bern has been installed as president of the North Carolina Society of Hospital Pharmacists.

A 1968 graduate of the UNC School of Pharmacy, Pharmacist Oakley is director of pharmacy services at Craven County Hospital in New Bern.

He succeeds W. T. Williams of Thomasville who has headed the Society during the past year.

SALLEY ELECTED

Moss Salley of Asheville is the newly installed president of the Buncombe County Pharmaceutical Society.

He is a former member of the N. C. Board of Pharmacy and presently is owner/manager of Salley's Drug Store, Asheville.

Serving with President Salley will be Ronnie Farr, vice president; Jo Queen, secretary and Harry Dover, treasurer.

BRADLEY APPOINTED CONSULTANT PHARMACIST TO N. C. DIVISION OF FACILITY SERVICE

J. W. (Bill) Bradley, III, Raleigh Pharmacist, has been appointed Pharmacist Consultant to the Division of Facilities Services of the North Carolina Department of Human Resources.

Mr. Bradley's primary function will be to assist in upgrading the quality of pharmaceutical services now being provided in health care facilities throughout North Carolina (hospitals, skilled nursing facilities, intermediate care facilities, etc.).

A graduate of the UNC School of Pharmacy (1963), Mr. Bradley operated North Hills Apothecary in Raleigh from 1969 to July, 1972. Just prior to assuming his current position, he was associated with Cromley's Boulevard Pharmacy, Raleigh.



Convention

- North Carolina Pharmaceutical Association
- Women's Auxiliary, NCPHA
- Traveling Men's Auxiliary, NCPHA

PINEHURST HOTEL & COUNTRY CLUB
Pinehurst, North Carolina
March 24-25-26, 1974

CONVENTION-IN-BRIEF

Sunday, March 24

- 1:00 p.m. Reunion of UNC School of Pharmacy Class of 1969—Crystal Room
 2:00 p.m. Convention Registration Desks Open
 4:00 p.m. Meeting—North Carolina PharmPac—North Room
 7:00 p.m. Opening Session—Dinner—NCPHA and Auxiliaries—Ballroom Entertainment by the UNC Department of Music

Monday, March 25

- 8:30 a.m. Registration desks open
 9:00 a.m. NCPHA Business Session—South Room
 10:00 a.m. Woman's Auxiliary Coffee—Country Club of North Carolina
 Afternoon: Golf Tournament
 or Tours of Clarendon Gardens (transportation from Pinehurst Hotel every 45 minutes), tennis, skeet or trap shoot at Gun Club, visit to World Golf Hall of Fame, or
 Informal Bridge—Dogwood Room
 Evening: Entertainment by the Wholesale Druggists of North Carolina—Ballroom

Tuesday, March 26

- 8:30 a.m. Registration desks open
 9:00 a.m. NCPHA Business Session—South Room
 11:00 a.m. TMA Business Session—Crystal Room
 12:00 noon Woman's Auxiliary Business Session and Luncheon—Ballroom
 2:00 p.m. NCPHA Closing Session and Installation—South Room
 Evening: Entertainment by Traveling Men's Auxiliary—Ballroom

A COPY OF THE OFFICIAL 3-PAGE ROOM RESERVATION FORM WILL BE MAILED ON REQUEST TO: N. C. PHARMACEUTICAL ASSOCIATION, P. O. BOX 151, CHAPEL HILL, NORTH CAROLINA 27514

1974 CONVENTION

The North Carolina Pharmaceutical Association & Affiliated Auxiliaries
 Pinehurst Hotel and Country Club, Pinehurst, North Carolina
 Sunday-Monday-Tuesday, March 24-25-26, 1974

*CONVENTION OFFICIALS AND CHAIRMEN**NCPHA Convention Chairman:*

Al Mebane, 512 Audubon Drive, Greensboro 27410
 Pharmacy Phone: (919) 272-7139

Woman's Auxiliary Convention Chairman:

Mrs. Al Mebane (Betsy), 512 Audubon Drive, Greensboro 27410
 Home Phone: (919) 299-9490

TMA Convention Chairman:

(Tuesday, March 26)
 Ray Black, P. O. Box "D," Kernersville 27284
 Home Phone: (919) 993-8345
 Colercraft Corporation: (919) 993-4511

Wholesale Druggist Sponsored Entertainment Chairman:

(Monday, March 25)
 Rush Hamrick, Kendall Drug Company, P. O. Box 1060
 Shelby 28150 Business Phone: (704) 482-2481

Golf Chairman:

(Monday, March 25)
 Len Phillipps, Owens-Illinois, 3107 Sylvan Road, Atlanta, Georgia 30354

*PRESIDING OFFICERS**N. C. Pharmaceutical Association:*

W. Whitaker Moose, P. O. Box 67, Mount Pleasant 28124 (704) 436-2311

Woman's Auxiliary, NCPHA:

Mrs. James R. Hickmon (Pat) 1420 Paisley Avenue, Fayetteville 28304
 (919) 424-1556

Traveling Men's Auxiliary, NCPHA:

Mr. James R. Case, 2236 Colony Road, Charlotte 28209 (704) 374-0300
 PINEHURST HOTEL AND COUNTRY CLUB—(919) 295-6811

General Manager: Bill Hall

Convention Sales and Coordinator: Kaye Gilbert

Reservations: Cory Edwards

Food and Banquet Service: Horst Kwoka

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Because we tore the entire interior out of the old Carolina Hotel and rebuilt it completely. New walls, new bathrooms, new furniture, new comfort from top to bottom. To make your stay with us the most relaxing and satisfying you’ve ever spent.

Then we put together all the activities that families find to be the most fun and exciting. Moms, dads and children . . . there’s more of everything for everybody. There’s enough to crowd every day of your stay.

We have 12 tennis courts—10 Vel-Play and 2 Lay-Kold. There’s a complete tennis clubhouse, with living room, veranda, locker areas and a shop for all your tennis needs.

There’s our large L-shaped, heated swimming pool, with an even larger sun deck area. And our riding stables, with 200 miles of riding trails. There are 9 trap and 6 skeet ranges for shooting. Pedicycles and bicycles for riding. An arcade for shopping. A game room that diverts the most ardent golfers. And varied activities for the children.

Unwind and slim down in our new Health Spa. Relax in a sauna. Work out on exercise equipment. Loosen up in a whirlpool. Get a soothing massage.

And when it’s time to dine, you can enjoy a wide selection in our Main Dining Room. Or you can get casual and intimate in our new steak house, The London Grill. Either way, the food is superb, made right to your liking. You may even cajole a recipe or two from our chefs. And in the evening there’s live entertainment and dancing.

Sip your favorite beverage aboard the H.M.S. Bounty. This is our new Club and Lounge, where the days of the clipper ships are authentically relived. We actually built an old sailing ship and pier inside the

hotel, and you’ll sit on the deck while enjoying live entertainment.

And sightseeing through the Pinchurst area could take you days. There’s Pinchurst Village filled with little out-of-the-way shops full of ceramics, paintings, glassware, jewelry, antiques, even old-fashioned hard candy for the kids.

Visit the beautiful horse farms . . . our area is a top training center for trotters and thoroughbreds. In fact, we have our own training center that handles 200 trotters, within walking distance of the hotel.

And all through Pinchurst the dogwoods, magnolia, holly and Pinchurst pines give a beautiful show of color, and recall the grandeur of an earlier, slow-paced time.

Come see what this naturally beautiful land and millions of dollars worth of new dedication to comfort and fun can mean to you and your family. Stay at our hotel; or if you want more privacy, choose one of our villas that adjoin the hotel, or our nearby condominiums.

But do come . . . and we’ll make sure that you’ll come again.

SOME OF THE NCPHA CONVENTION GUEST SPEAKERS

- W. J. Turembe, Editor
Lilly Digest
- Michael R. Ryan, Associate Director
American College of Apothecaries
- John J. Palya, Assistant to Div. Mgr.
Wyeth Laboratories
- Donald E. Baker, Pharmacy Consultant
Department of HEW

ANNOUNCEMENT

Hotel guests with rooms at the Pinchurst Hotel qualify for 10 gallons of gas from the hotel’s supply.



TAR HEEL DIGEST

GREENSBORO—Pharmacist Marion Edmonds was named "Manager of the Year" at the annual awards banquet of the Summit Center Merchants Association.

HUDSON—Harold A. Bolick, Hudson Drug Company, has accepted the post of Hudson City Chairman for the 1974 Heart Fund Drive.

JACKSONVILLE—C. Louis Shields has been elected chairman of the Local Board of Advisors of the First Citizens Bank & Trust Company. He is owner of Johnson Drug Company.

RURAL HALL—Pharmacist Roger H. Sloop, secretary-treasurer of Warren Drug Company, Inc., has been elected to the board of directors of the Commercial and Farmers Bank.

MADISON—Charles D. McFall, owner of the McFall Drug Company, has been named a trustee of Campbell College, a four year liberal arts school at Buies Creek.

RAEFORD—A full-time pharmacist (\$13 to \$16,000 salary range) will be added to McCain Hospital's staff. Pharmacist Walter Coley has been serving at McCain part time.

MOREHEAD CITY—Bob Cohen, pharmacist at Morehead City Drug Company, has accepted the county chairmanship for New Eyes for the Needy Inc.

PINEHURST—W. R. (Bill) Viall Jr. of Carolina Pharmacy has been elected a member of the first Village Council of the newly incorporated Pinehurst. Nine Council members were chosen from 29 candidates.


TAYLORSVILLE—Pharmacist Rowe B. Campbell Jr. has been elected to a second one-year term as chairman of the Alexander County Board of Education. He is co-owner of Town and Country Drugs and People's Drug Store, both of Taylorsville.

DURHAM—A 24-member Durham Advisory Committee on Health Needs in the County includes Pharmacist Hunter Kelly. The committee was selected by the Central Carolina Health Planning Council.

ROANOKE RAPIDS—Bill Griffin of Griffin Drug Company has been cited (commendation certificate) for 10 years sponsorship of Welcome Wagon.

BESSEMER CITY—William Morris, owner /manager of Morris Drug Store, has been appointed by the Gaston County Board of Commissioners to the Board of Trustees of Gaston Memorial Hospital.

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Carry your store's identity by color and personalized copy right into your customers home..... for the life of the Prescription.

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MAKES
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RA
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You studied pharmacy and its application to human life; not changing markets, the changing economy, new products, sundries and advertising. That's where Gilpin comes in—we can provide the marketing and merchandising expertise to make your operation more profitable, more efficient, even more attractive, all at once or one at a time.

And beyond that we can assist you in identifying your pharmacy as a part of the Care Drug Center Service Program. Sometimes it takes more than your knowledge of pharmacy to make your pharmacy go. For more information, write or call the Gilpin Sales Manager nearest you.*

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*Baltimore—Joe Meyerowitz, 7401 Pulaski Highway, Baltimore, Md. 21203 (301) 866-1600 Dover—Bill Warther, 756 South Little Creek Rd., Dover, Del. 19901 (302) 732-732 Norfolk—Max Kelly, 6435 Tidewater Drive, Norfolk, Va. 23509 (804) 855-1901 Washington—Gary McNamara, 901 Southern Avenue, Washington, D.C. 20032 (301) 630-1100

A MESSAGE OF IMPORTANCE TO NORTH CAROLINA PHARMACY FROM THE NORTH CAROLINA BOARD OF PHARMACY

January 21, 1974

A fact about which many of our pharmacists are not fully aware is that since the Board of Pharmacy was created by the legislature in 1881, it has never received an appropriation from the state to carry on its several functions. During these years the Board has operated solely on the fees it collects from examinations, license and permit renewals, etc.

Most pharmacists are familiar in a general way with the functions and services of the Board such as that of examining candidates for license, registering pharmacists by reciprocity, drug store inspections, enforcement of pharmacy laws, etc. These functions, however, are only the "tip of the iceberg." There are many more things too numerous to mention here in which the Board must involve itself in the total regulation of pharmacy practice in the state. The standard remark of a new member coming on the Board is, "I had no idea that the Board was involved in and responsible for so many things." Because of the close cooperation that has traditionally existed among the School of Pharmacy, the Association, and the Board, a proud reputation of high level pharmacy practice in North Carolina has been established throughout the nation.

During recent years additional responsibilities have been placed on the Board (e.g., enforcement of federal and state controlled substances, administering of a code of professional conduct for pharmacists, increased administrative hearings [in lieu of court prosecutions], etc.). The total work load of the Board is estimated to have about doubled during the past five years.

Coupled with this increased activity the Board, like everyone else, is affected by inflated costs. During the past four years the non-salary expenses of the Board have increased at the rate of approximately 14% per year. Since fiscal 1971 the Board's expenses have exceeded its income (which is largely fixed). In fiscal y/e 1973, for example, this deficit was just short of \$17,000.

In fiscal y/e 1974 it is estimated to be in excess of \$25,000. These deficits were partially financed by surpluses accumulated during and following World War II and the Korean War when the inspection program was curtailed. The surplus funds of the Board have now been exhausted.

For several years the Board has recognized the problems with which it would be faced in the future such as the need to increase office space and personnel, a reorganization and substantial increase in the inspection staff, personnel retirement replacements, etc. (All of these problems have been compounded by inflation.) From time to time during this period the Board has considered how these problems were to be solved. The quarters now occupied by the Board in the Institute of Pharmacy are needed by the Association, just as the Board needs more space. Being reluctant to separate the offices of the Board and those of the Association, a feasibility study was conducted to determine whether the Institute Building could be remodeled to accommodate both needs. This study showed that an adequate restructuring of the building was physically doubtful and in addition would be prohibitively expensive. This being true, the Board must find new commercial quarters elsewhere at a considerably higher rent than it has been paying in the past.

Due to unanticipated Board costs during this fiscal year the Board's financial position has deteriorated more rapidly than has been expected. This situation disturbs the Board's timetable for making necessary changes. It will require immediate remedial action.

BOARD FEE BALLOTS RETURNED AS OF FEBRUARY 11

Total Ballots Returned	1232
Favor Fee Change	1027
Opposed to Fee Change	205

Things being what they are, the profession is faced with a fundamental decision. Do pharmacists wish to continue self regulation, and are they willing to pay the cost of this function; or do they wish to ask other departments of the state (S.B.I., Drug Authority, etc.) to take over a substantial part of the Board's present law enforcement activities and have the Board restrict itself largely to the examining and licensing functions? (These changes in the law enforcement activities might easily take place *without additional legislation.*) The Board has given carefully study to its immediate needs in order to carry on its usual duties as in the past. These are as follows:

1. Relocate office and add two office staff members.
2. Appoint an administrative assistant to the Secretary-Treasurer who will also serve as director of inspections and law enforcement.
3. Employ at least three full time inspectors.

To finance the cost of meeting these needs which the Board feels are minimal will necessitate an increase in the Board's income that is slightly more than twice its present revenues. The projected cost of the expanded program for fiscal y/e 1976 is \$189,254. The income of the Board for fiscal 1973 (last complete year) was \$92,545.

The only way in which the Board can increase its revenue is by a change in the fees collectible by the Board. This will require an act of the legislature (making immediate consideration even more urgent).



The Board therefore proposes to request the legislature to revise fees as outlined below. (North Carolina is not unique in this situation. Other boards of pharmacy have found it necessary to take similar action.) It is hoped that this proposal will receive the full support of our pharmacists. Unless the Board's financial position is remedied, it will have no other recourse than to curtail its program to come within the financial resources available to it—almost immediately.

The Executive Committee of the North Carolina Pharmaceutical Association has reviewed and approved the proposed fee changes. The Board would also welcome the views of individual pharmacists.

PROPOSED CHANGES IN BOARD FEES

Revenue Source	1974		Total Anticipated Revenue*
	From	To	
Drug Store Permits Renewals	\$25.00	\$50.00	\$ 64,450.00
Pharmacist Renewal License	15.00	30.00	
Examination Fee	25.00	40.00	6,000.00
Reciprocity Fee	25.00	75.00	5,625.00
Original Drug Store Permits	50.00	75.00	10,800.00
		Total	\$175,885.00

* Based on present registrations, applications, etc.

You're new here
aren't you?

Yes, I'm just helping
out Fred today.



Is this you, doing relief work?

Many pharmacists work in more than one store. That's fine!

BUT who's going to pay the legal fees if that customer claims an error was made?

It could be you!

Protect yourself! Obtain your own Professional Liability Policy from the company founded by pharmacists for pharmacists. Even though you don't do relief work, you can be held liable for any alleged mistake at your regular place of employment. If you already have a professional liability policy, is it *Excess* or *Primary*? What's the difference?

The ADI insurance is *Primary*. That means in the event of a claim, we are there to defend you! Excess policies may or may not. Look for wording such as, "this policy shall apply only as excess over other valid and collectible insurance."

The American Druggists' Insurance Company

APPLICATION FOR PROFESSIONAL LIABILITY FOR THE PHARMACIST

LIMITS \$300,000 EFFECTIVE DATE _____

1. NAME _____

2. ADDRESS _____

3. TELEPHONE _____

4. EMPLOYER _____

ADDRESS _____

5. WHEN DID YOU GRADUATE FROM PHARMACY SCHOOL? _____

WHAT SCHOOL? _____

YEAR REGISTERED _____ STATE _____

6. ARE YOU AN OWNER, PARTNER, OR CORPORATE OFFICER OF A RETAIL PHARMACY?

YES NO (CIRCLE ONE)

7. ARE YOU PRACTICING PROFESSIONALLY, FULL TIME OR PART TIME, ANY PLACE **OTHER THAN** A RETAIL PHARMACY? (FOR EXAMPLE, A HOSPITAL OR NURSING HOME)

YES NO (CIRCLE ONE)

8. DO YOU COMPOUND IN BULK, MANUFACTURE, OR WHOLESALE ANY DRUGS OR DRUG PRODUCTS?

YES NO (CIRCLE ONE)

9. HAVE ANY PROFESSIONAL LIABILITY CLAIMS BEEN MADE AGAINST YOU?

YES NO (CIRCLE ONE)

10. PLEASE GIVE THE DETAILS CONCERNING ANY "YES" ANSWER(S) ON QUESTIONS 6 THROUGH 9.

SIGNING THIS APPLICATION DOES NOT BIND THE COMPANY TO COMPLETE THE INSURANCE, BUT IT IS AGREED THAT THIS FORM SHALL BE THE BASIS OF THE CONTRACT SHOULD A POLICY BE ISSUED.

DATE _____

SIGNATURE OF APPLICANT _____

PLEASE SEND COMPLETED APPLICATION, TOGETHER WITH CHECK FOR \$75.
(PAYABLE TO AMERICAN DRUGGISTS' INSURANCE COMPANY)

FOR THREE (3) YEARS PRE-PAID PREMIUM. NOT SOLD FOR LESSER PERIOD.

SEND TO: HAMMETT INSURANCE AGENCY, INC.

P.O. Box 248

Concord, North Carolina 28025

Whether it's
wet
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old
deteriorated
partial or
full or
discontinued
**Roche will
take it back**



"Liberal" best describes the Roche return goods policy.

It offers *full credit reimbursement* for complete containers of unsalable Roche items.

It offers *prorated credit* for opened or incomplete containers. Claims are promptly processed, payments are rapid. No wonder so many

pharmacists favor the Roche return goods policy, one of the most practical in the industry.

It keeps quality and salability in your inventory of Roche products.



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Division of Hoffmann-La Roche Inc.
Nutley, New Jersey 07110

**That's the Roche
Return Goods Policy**

STATE BOARD OF PHARMACY

Members—W. R. Adams, Jr., Wilson; David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

- (1) Medical Center Pharmacy of Sanford, Inc., 555 Carthage Street, Sanford. C. M. McGee, pharmacist-manager.
- (2) Belwood Pharmacy, Inc., Route 3, Lawndale. Cecil Barrier, pharmacist-manager.
- (3) The Pharmaceutical Center of Burlington, 1606 Memorial Drive, Burlington. C. F. Delaney, Jr., pharmacist-manager.
- (4) Reveo Discount Drug Center, N. C. Highway 211, Lumberton. Matthew J. Atkinson, pharmacist-manager.
- (5) Scottie's Drug Store, Highway Street, Madison. Larry C. Blanton, pharmacist-manager.

CHANGE IN OWNERSHIP

- (1) McDonald's Drug Store, 732 Ninth Street, Durham. John C. McDonald, pharmacist-manager.
- (2) Park Place Pharmacy, 613 Providence Road, Charlotte. C. L. Swearngan, pharmacist-manager.
- (3) Thomas & Oakley Drug Store, 109 Main Street, Roxboro. Leonard Matthews, pharmacist-manager.
- (4) McNeill's Pharmacy, 4th & Main Street, Tabor City. John A. McNeill, Jr., pharmacist-manager. Successor to Harrelson's Pharmacy.
- (5) Roberts Drug Store, Main Street, West Jefferson. James P. Sheets, pharmacist-manager.
- (6) Craig Drug Company, Inc., 101 Sycamore, Aberdeen. Ronald Y. Ward, pharmacist-manager.

KNOW ANYONE WHO IS LOOKING FOR A GOOD VET??? HERE'S WHAT TO TELL THEM:

Reprinted from the "Critter Chatter," publication of the Wake County S.P.C.A.,

January, 1974

1. Call your local veterinary medical association. They will not recommend a vet who has had valid complaints lodged against him.
2. Consult your pharmacist. Pet owners generally report to him whether the medication their vet prescribed has been effective.
3. Next time you see someone in your community walking his dog, ask him if he is happy with his vet. If he's a good neighbor, he'll be glad to level with you about the man's qualifications.
4. When you bring your pet into the vet's office, take particular care to note whether he is gentle with your animal. Do you hear barking and yelping in the boarding kennels? That's a good indication that dogs are healthy and frisky.
5. Does he ask that you have your former vet mail him your pet's medical history? Equally important, does he record his findings the first time he gives your pet a checkup?
6. Will the vet discuss his fee for services in advance? The ethical DVM will not hesitate to give you an estimate of the complete bill (barring unexpected complications) before you leave your pet in his custody.

RECIPROCITY

Charles Pelissier, 4213 Oak Park Road, Raleigh (from Mass.).

announcing...
Robitussin[®] Family

mid- winter deal

- best-selling family of cough preparations
- best time of the year



Again this winter Robins offers you our fabulous "in-season" deal on the cough preparation line that's Number One in drug store sales. Now you can stock up on the Robitussins at this special low price just when the demand is greatest. Whether your business comes mainly from prescriptions or "professional recommendations," you know these top quality products are going to move off your shelves. So it's just good business to give them plenty of extra facings. Your Robins Representative will be around soon with all the facts.

A:H:ROBINS A. H. Robins Company, Richmond, Virginia 23220

**Deal runs—
January 15—
February 27**

**Put your facings
where your
profits are!**

LEGISLATIVE UPDATE

(From NC-PharmPAC Bulletin)

Labeling Bill Passes Legislature

The much discussed prescription labeling bill has now been passed by both houses of the Legislature and stands as an amendment to the Food, Drug and Cosmetic Act. The compromise bill requires the name and strength of drug on each prescription *unless* explicitly exempted by written consent of the doctor. The bill will be enforced by the North Carolina Board of Pharmacy and will be in effect in about 90 days. The quantity factor for drugs was eliminated in the final bill. The NCPHA will be preparing blanks for use to exempt the labeling with the doctor's consent.

Legislative Forecast

A bill regarding the advertising of prescription prices will be introduced this session under the auspices of the North Carolina Public Interest Research Group. As soon as this happens you will be notified. (NOTE: PIRG Director for North Carolina, Wilbur "Wib" P. Gulley, will be addressing the final session of the 8th Annual Seminar on Socio-Economic Aspects of Pharmacy Practice to be held at the Institute of Pharmacy on February 20; for more information contact NCPHA.)

Survey Leads to Probable Fee Increase


With a large return of questionnaires, North Carolina pharmacists have expressed a positive opinion in regard to the doubling of licensure fees for the North Carolina Board of Pharmacy. With some 1200 questionnaires returned an overwhelming 83% of respondents favored the proposed changes in the fee structure of the North Carolina Board of Pharmacy. Many of the persons who were opposed were residing out-of-state or favored a different fee restructuring. The matter has been given to the Legislative Committee of the NCPHA for their action. It may be considered probable that action will be forthcoming in the near future to get revision of state law, through the legislature, to reflect these changes.

Record Membership in PharmPAC

An intensive membership campaign has resulted in more than a 300% increase in membership for 1974 in North Carolina PharmPAC. Currently there are 217 pharmacists, and 72 pharmacy members for a total of 289 active members. Membership remains open and for more information write P. O. Box 1313 in Chapel Hill, North Carolina 27514.

Attention

With the probable speed in which action will be taken in the Legislature this session, you may well receive legislative news which requires immediate action. Please use your voice in this regard. We'll keep you informed.



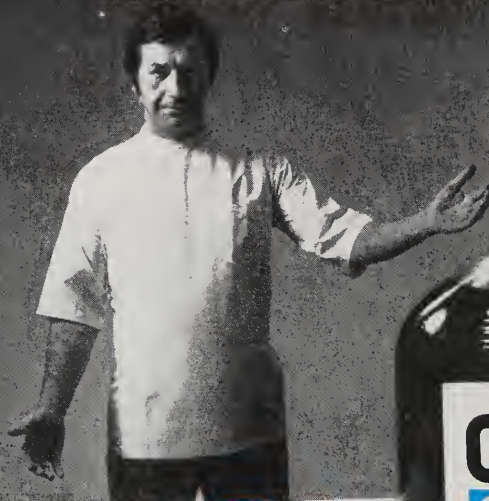
A. E. P. Tablets	\$18.75 per 1000 \$24.00 Doz. 100s
Pyridoxine HCl (B6) 25 mg. Tablets	\$1.20 per 100
Pyridoxine HCl (B6) 50 mg. Tablets	\$1.80 per 100
Reavita Capsules	\$24.00 Doz. 100s \$18.75 per 1000

**Your cooperation in stocking
Reaco Products is appreciated**

REACO PRODUCTS

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West Durham, North Carolina

Two 'up front' cold products you can stand behind



For temporary relief of nasal congestion, headache, aches, pains and fever due to — **COLDS — SINUSITIS — FLU**

TRADEMARK
ornex[®]
DECONGESTANT/ANALGESIC



20 CAPSULES

No Sedatives
No Antihistamines



Trademark
ORNACOL[®]

**COUGH & COLD
LIQUID**

For temporary relief from coughing and nasal congestion associated with the common cold and sinusitis

**NO ANTIHISTAMINES
NO SEDATIVES**

**4 FL. OZ.
(118 ML.)**



For colds

For coughs and colds

Smith Kline & French Laboratories, Division of SmithKline Corp., Philadelphia, Pa.

DISASTERS

Major and Minor

BRYSON CITY

Swain Drug Store reported the theft of 49 watches, two cameras, \$500 in cash and a quantity of controlled substances.

SYLVA

A similar-type robbery of nearby Sylva Pharmacy involved the loss of merchandise and drugs. Pharmacist James Zachary said the breakin seemed to be the work of a professional team. No fingerprints were found.

ROXBORO

Several hundred dollars worth of merchandise was taken from Cole's Pharmacy in which police have called "a very well-planned job."

GREENSBORO

Foster's Drug Store, 2112 Walker Avenue, lost merchandise and drugs valued at \$250 in a mid-January robbery of the pharmacy.

Country Park Place Pharmacy on Pisgah Church Road was robbed (January 20) of barbiturates, amphetamines, and tranquilizers valued at \$300.

Two men were arrested at Pickard Pharmacy, 3410 Freeman Mill Road, in an attempted robbery of the pharmacy.

Following a rash of robberies of Greensboro pharmacies, members of the city police manned a "cherry picker" to allow roof top surveillance over buildings suspected of being "hit." As the cherry picker rose above the Pickard Pharmacy, officers spotted two coats lying on the roof and an opening in the roof. Following the arrest, cash and drugs were taken from the men.

GREENVILLE

Two Greenville men have been arrested and charged with receiving stolen merchandise taken in a robbery of Grimes Drug Store, Robersonville.

SHELBY

Barbara Marlowe Beck of Shelby has been charged with three counts of forging a doctor's prescription and is being held in Cleveland County Jail in lieu of \$1500 bond.

STOKESDALE

Thieves entered Banner Pharmacy and made off with \$1,500 worth of Controlled Substances. A vibrator-type burglar alarm failed to go off because it was set too high. (Note: the drugs were recovered in Atlanta, Georgia—see related story this issue of The Journal).

MOREHEAD CITY

Controlled Substances and \$70 in cash were taken in a break-in at Robinson's Prescription Shop.

MOUNT AIRY

A post-Christmas robbery of Square Pharmacy netted thieves a quantity of glue and watches.

ALBEMARLE

A money box and \$100 in cash were taken in a break-in at Phillips Drug Store.

WILLIAMSTON

Entrance to Davis Pharmacy was gained by removing the pharmacy's skylight, then robbers removed more than \$300 in drugs, mostly Controlled Substances.

KERNERSVILLE

In an attempt to rob Pinnix Drug Store, thieves set off a burglar alarm and fled, leaving behind a laundry bag full of drugs.

The burglars apparently hid in an unoccupied office upstairs until the pharmacy was closed, then cut through the floor and climbed down into the prescription department at the rear of the pharmacy.

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and
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Abbott
Laboratories**



**Erythrocin[®]
Stearate,
250 mg.**

**ERYTHROMYCIN STEARATE
TABLETS, U.S.P.**

402400



TEACHEY ASSIGNED TO SK&F BURLINGTON TERRITORY

James Teachey has been assigned to the Burlington, North Carolina territory as a Professional Sales Representative for Smith Kline & French Laboratories, the pharmaceutical division of SmithKline Corporation.

Mr. Teachey graduated from East Carolina College in Greenville in 1961 with a Bachelor's degree in chemistry and biology. He was a sales representative for Richards Manufacturing Company before joining SmithKline.

He lives in New Bern, North Carolina with his wife, Nanola, and their two children.

HOOD HEADS BOARD

John C. Hood, Kinston pharmacist and past president of the North Carolina Pharmaceutical Association, has been elected chairman of the Lenoir County Board of Health.

MAXTON PLANS TIME CAPSULE TO BE OPENED IN THE YEAR 2074

Descendants of Pharmacist Neil Duncan of Maxton, when they open a Time Capsule in 2074, will find a letter written by Mr. Duncan.

The Time Capsule is part of Maxton's Centennial Celebration this year. It will be buried under one of Maxton's sidewalks and in addition to letters will contain articles depicting life in a small Southern town in 1974.

OBSERVES 49th ANNIVERSARY

Overman & Stevenson is celebrating its 49th anniversary of "dependable prescription service" to its customers of Elizabeth City and the Albemarle region.

Highlights in a newspaper message are some of the pharmacy's services: Family medication records, charge accounts and free delivery, free health information, sick room and convalescent supplies and a distinguished line of merchandise.

McLEOD ACCEPTS POSITION IN BUFFALO

Donald McLeod, Associate Director of Pharmacy Services at Duke Medical Center, has accepted the position of Director of

Pharmaceutical Services in Buffalo (N.Y.) General Hospital and Assistant Professor of Pharmacy in the State University of New York at Buffalo. Mr. McLeod will be involved in the clinical education of undergraduates as well as doctor of pharmacy students.

Mr. McLeod will assume his new duties February 1st, and Mrs. McLeod (Priscilla Hager) will be going to Buffalo within the next month or two.

BW-SPONSORED "JOE'S HEART" VIEWED BY THOUSANDS OF TAR HEELS

Preliminary reports indicate that thousands of Tar Heels viewed "I am Joe's Heart" when the 30 minute program was televised by six major North Carolina TV stations during National Pharmacy Week.

Sponsored by Burroughs Wellcome Company, the 30 minute program included two 30 second salutes to pharmacists.

North Carolina pharmacists provided advance back-up support by displaying easel messages listing the program time plus supplementary newspaper publicity.

*Remember the Day
...in Pictures*



olorcraft

Photo Processor

North Carolina's Most Complete
Film Processing Service

There Is A Plant Located
Near You

**For the Finest Quality Plus Fast
Dependable Service on All Your
Photo Needs, Contact the Plant
Nearest You.**

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WILMINGTON

KERNERSVILLE

RALEIGH

FAYETTEVILLE

DURHAM

If You Don't Know Photofinishing
Know Your Photofinisher

PINEHURST—A COMPLETE CONVENTION RESORT

Golf—Five 18-hole courses, all of which begin at Pinehurst Country Club, only a half mile from The Pinehurst Hotel with continual transportation provided. Green fees (\$8.00 per day) compliments of Owens-Illinois for the March 25 TMA-sponsored tournament.

You are on your own for carts—\$9.00 per 18-hole round. Caddies are \$6.50 for one bag and \$8.50 for two bags. Either a cart or caddie must be used.

Tennis—Twelve courts—10 composition and 2 hard-surface. Beautiful clubhouse with showers, lockers, lounge and pro shop. Clinics, lessons, etc. available. Rates: \$3.00 for first hour and \$2.00 each additional hour per person.

Gun Club—Skeet and trap fields. \$5.00 per round for guns and ammunition—25 targets and 25 shells. 9 trap ranges, 6 skeet ranges.

World Golf Hall of Fame—Interesting exhibits from all over the world. Admission is \$1.00 per person.

Riding Club—Trail rides at \$5.00 per person per hour. Over 200 miles of trails.

Jugtown—A world famous pottery. Tour takes about two hours from time of departure to time of return to hotel. At Jugtown you can see pottery being made. Each piece is an original and is signed and dated. They have a retail shop where Jugtown Ware can be purchased.

Clarendon Gardens—Beautiful horticultural gardens with plants in bloom year-round.

TOPS IN TENNIS?

John C. Hood of Kinston is interested in learning who is the best pharmacist tennis player in North Carolina.

If you think you qualify, meet John on the Pinehurst tennis court, Monday PM, March 25, following close of the AM business session in The Pinehurst Hotel.

For eighty-nine years

. . . . since 1885

Seeman

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its fifty-fourth volume, and the first printed copy was "Seeman Printed."



A DIVISION OF
FISHER-HARRISON CORP.

ALWAYS HE'S GOOD COMPANY

Former Parke-Davis District Manager W. L. Johnson, now retired, recently visited former Parke-Davisman, Riley McMaster, paralyzed from the neck down as the result of an auto accident 16 years ago.

Mr. McMaster, owner of McMasters Drug Store, Winnsboro, South Carolina, has a spirit which inspired Eudora Garrison to express herself in *The Charlotte Observer*:

"This man and his wife . . . are surrounded by the warmth and affection of friends and family. People come calling constantly with produce from their trees and gardens, or something special from their kitchen. Just as often, my friend produces choice items and distributes them throughout the village.

"A visit with my friends is like a tonic. His interests have a happy balance, he asks a lot of questions and then listens to the answers. There's no gloom either in his conversation or his outlook, and his retentive mind stores a wealth of information on a wide range of subjects. His wit is quick, his sense of humor well developed; always he's good company.

"This couple is the catalyst that often renews me, and dozens like me. By comparison, most of us are pygmies. It is a rare and cherished thing, she says, to be near him. And except for infrequent and short outings, she is there beside him, rendering living service, unaware of any effort.

"I've written of my friends before, but oh, it needs repeating. In a world of frantic

rushing and so many empty hearts not caring, a visit to my friends in this warm and gentle little city is like the balm of Gilead to a person going 'round in circles.

"Always I come home renewed and ready to begin again and do things better this time. I start out with a flourish, but my efforts are short-lived.

"Maybe I can visit them more often. . . ."

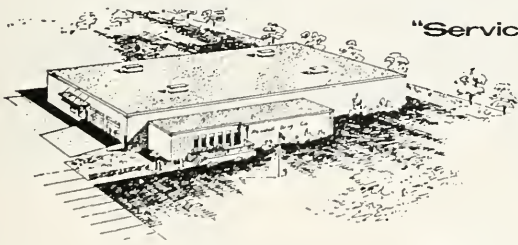
SHIELDS ELECTED BANK OFFICIAL

C. Louis Shields, owner of Johnson Drug Company of Jacksonville, was recently elected Chairman of the Local Board of Advisors of First Citizens Bank and Trust Company. The Board of Advisors is a liaison between First Citizens and the community it serves.

Mr. Shields, graduate of the UNC School of Pharmacy, is a Mason, a Shriner, Chairman of the Board of Trustees of Coastal Carolina Community College, member of the Onslow County Board of Health. He is an Elder of the First Presbyterian Church.

He is a Director and Secretary of the N. C. Mutual Wholesale Drug Company, and a member of both State and National Pharmaceutical Associations.

Mr. Shields is married to the former Martha Vance Sparkman of Burgaw. They have two sons: Robert of Wilmington, North Carolina, and Vance, a sophomore at Emory University School of Dentistry.



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ORDERS FILLED PROMPTLY

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Vice President

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DRUG COMPANY

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QUE

Upjohn's new profit program

Year-round savings...

QUE discount prices are available every month through the year. You can depend on them.

Inventory control...

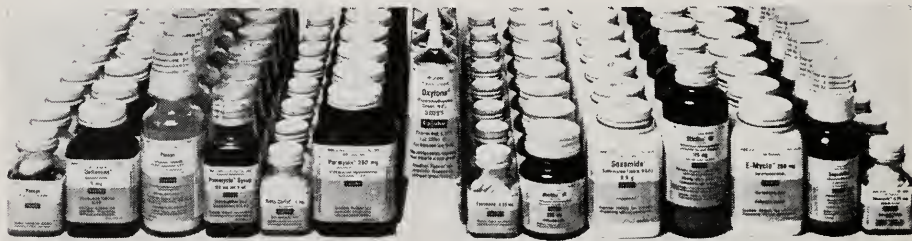
You buy what you need...when you need it. And you have a selection of 11 Upjohn products.

Year-end rebate...

You earn extra dividends if your total net QUE purchases for the year are more than \$300.

Competitive Rx prices...

Both you and your customers benefit.



See your Upjohn sales representative for details today. Or call your Upjohn sales office. Join the more than 20,000 retail pharmacies who have already signed up for Upjohn's unique QUE program.

QUE. Upjohn's unique discount purchase plan.

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**NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
CHAPEL HILL, NORTH CAROLINA****January 5, 1974**

Dear Doctor:

In order to implement a request of the North Carolina Drug Authority, representatives of the N. C. Medical Society and the N. C. Pharmaceutical Association have mutually agreed to conduct a statewide survey: General Information for Pharmacists (copy enclosed).

Specifically, the Drug Authority requested the two professional organizations "to develop and implement appropriate and mutually acceptable procedures for issuing, authorizing renewal and refilling prescriptions wherein the professional responsibilities of all parties are not inappropriately delegated to aides or assistants and wherein full compliance with applicable laws are met."

We are enclosing a copy of President Gilbert's letter for your consideration. In addition to President Gilbert, Drs. Charles W. Byrd of Dunn and H. David Bruton of Southern Pines assisted in compiling the survey questionnaire, which briefly summarizes the essential information desired.

To participate in this project, please complete the survey form and return to NCPHA headquarters in the stamped, pre-addressed envelope which is provided. The completed surveys, by counties, will be reproduced by offset printing, with copies going to interested pharmacists in your county.

As indicated by the survey form, all survey information will be treated confidentially and released only for professional use in accordance with the request of the North Carolina Drug Authority.

Cordially yours,
/s/ W. J. Smith
Executive Director

**NORTH CAROLINA MEDICAL SOCIETY
RALEIGH, NORTH CAROLINA****January 1, 1974**

Dear Members:

Some months ago I mentioned the deplorable factor of our members giving authority to their non M.D. staff for okay of refills or giving new prescriptions to pharmacists. To my dismay, I soon found that this practice is rampant.

This has led to a most profitable meeting between our Committee Liaison to the North Carolina Pharmaceutical Association and the officers and representatives of the Pharmaceutical Association. After in-depth discussion concerning the above matter and to upgrade both our questionable practices along with theirs, a questionnaire was formulated, a copy of which you will be receiving.

I implore you to get this questionnaire filled out and returned. I further implore you to make it mandatory that your assistants check with you personally before any prescription is okayed.

There is another offense that I personally have been guilty of and assume you may have too. I have assumed that if I didn't indicate anything about a refill that the pharmacist would assume that I meant no refills. This omission is very often a source of delay and confusion.

A copy of this letter is not only going to all members of the North Carolina Medical Society but also will be mailed to the pharmacists; so, please don't let me down.

Sincerely,
/s/ George G. Gilbert, M.D.
President

PHARMACY



* ACCOUNT SERVICE

*GOOD RECORDS FOR YOUR CUSTOMERS—A proven accounts receivable system—Designed from the ground up for your needs —by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

PHARMACY



* BOOKKEEPING SERVICE

*GOOD RECORDS FOR YOU—Twenty Nine years of bookkeeping for retailers plus 15 years of computer experience equals a system designed to give you the accounting service you need.

PHARMACY



* ADVERTISING PROGRAM

HOW'S YOUR RETAIL IMAGE?—Good? Bad? Indifferent—Consult your Smith Representative about our Associated Druggist Program. Some of the advantages of this program are hometown newspaper advertising—buying advantages—clerk training program—In store promotion materials and store advertising fliers.

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- Charlotte 825-5161

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SPARTANBURG, SOUTH CAROLINA 29301

GENERAL INFORMATION FOR PHARMACISTS

Name of Doctor (Type or print)

Name of Doctor
(Please enter signature as used on prescriptions for Controlled Drugs)Address
County City/Town P. O. Box/Street

DEA (Formerly BNDD) Registration Number

(Effective July 1, 1973, the Bureau of Narcotics and Dangerous Drugs (BNDD) was abolished and all responsibilities pertaining to drug law enforcement was transferred to a new agency known as the Drug Enforcement Administration (DEA) which remains in the Justice Department.)

My prescriptions, both new and refills, will be phoned in by:

..... Myself

..... My Nurse(s)

..... Her (their) name(s)

(Note: The authority for prescribing medications and for authorizing its renewal are vested only with the practitioner, and he cannot delegate this function to anyone else. However, staff members may act as the practitioner's agent and transmit the order.)

When I write a PRN Prescription, generally, I mean:

..... Refill indefinitely as follows (Controlled Substances Excepted)

Call me after () 3 months; () 6 months; () 1 year

..... Other—Specify

*(Note: The North Carolina Medical Society and the North Carolina Pharmaceutical Association urgently requests that all prescriptions be MARKED with refill instructions at the time of issue to prevent some patients from forging refills and to avoid unnecessary calls for instructions.)***C O M M E N T S**

The above information is to be treated as confidential matter and placed on file in all appropriate pharmacies as a guide to the pharmacist.

The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

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Sickness Total Disability—Five Years

MAJOR MEDICAL EXPENSE PLAN

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(Up to \$45,000 Maximum Benefit including \$75.00 Daily Room
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Dependents Coverage Also Available

HOSPITAL INCOME PLAN

\$25.00 Per Day For Member
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\$15.00 Per Day For Each Child
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For Up to 15 Months

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THE LAST ARTICLE ON DRUG ABUSE EDUCATION

by

Steven R. Moore, R.Ph.
Associate Director
Drug Abuse Education Program
School of Pharmacy
University of North Carolina

At first glance, the topic and source might seem a bit paradoxical, but really it is quite related. In the past few years the area of drug abuse education has essentially become an empty term. The phrase drug abuse has been so overused and now has such evil and ominous overtones that numerous governmental and private agencies have called for its complete obsolescence by acclamation. Not that the area which drug abuse education sought to remedy has any less importance, but the early ideas and concepts which were utilized in this regard have changed so much that it is only fitting that a new term be coined. Drug education, or a new and vitalized extension of drug abuse education, has now surfaced as has this phrase. Some of the current concepts which have led to this thinking among workers in the field are:

1. There is no drug problem, but people problems which might resort to drugs for their resolution. For all too long, the problems with drugs were looked upon in a vacuum without proper regard for the problems which led to drug use. Purely medical appearances of drug problems fail to acknowledge the social and personal problems which underlie this syndrome. Through acknowledgement and proper help of the people problems which confront individuals, the drug problems which have received so much attention might feasibly be rectified, even before appearing.
2. Alcohol is our major drug of misuse. Regardless of the parameters of comparison (death, debilitating illness, lost man hours of work, cost to society, etc.) alcohol is by far the drug which is most abused by society. With total heroin addicts numbering less than 500,000 at the peak of the heroin epidemic, conservative estimates place the number of alcoholics (persons addicted to alcohol) in the United States at eight to ten million. Regardless of societal sanctions or availability, alcohol abuse remains a primary health problem and the primary abuse problem.
3. Drug education is different from drug information. There is little research that would substantiate the premise that information alone changes behavior. Thus, the idea that presenting facts on drug activity in the body could substantially reduce drug abuse is not necessarily true. Several studies have shown that drug information improperly presented can actually arouse curiosity and lead to greater drug misuse than if no such information had been given. (Among these improper presentations are biased, false or misleading facts, emotional appeals, judgemental techniques as well as authoritarian or ex-addict presentors.) As one leading worker in the field has said, "Drug education which talks only about drugs, is at best a waste of time." There is no doubt, however, that the proper basis of any workable drug education program is proper, factual and non-biased information concerning drugs in the body. With this information base (which unfortunately is the total program in many areas, which afterward claim ineffectiveness) added components of values clarification and decision making processes are added to accomplish a comprehensive approach to effective drug education.
4. Positive approaches accomplish more than negative approaches. Since the acknowledgement of the "drug problem" some time ago, numerous attempts to discourage drug use through negativism (no . . . don't's . . . you shouldn't . . . it is bad to . . . etc.) have largely failed to achieve desired results. In benign retaliation, the field of positive alternatives has developed. This concept employs the technique of providing numerous positive outlets for energy and enthusiasm with the ulterior motive that an individual who

(Concluded on Page 31)

DRUG STORE SHOPPERS ARE DIFFERENT

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- is busy and has a positive self image is less inclined to drug misuse. In effect this technique has experienced outstanding success in many areas where implemented.
5. Abstinence is an impossible, therefore unfeasible, endpoint. Modern man loves to self medicate himself. Whether from a bottle, a capsule or a tablet, the idea that for every problem there is a chemical solution is quite a part of our society. For that matter, there is also the fact that many people enjoy the effects of various chemicals and will continue their use for this purpose. There is simply no way to stop all non-medical or improper medical chemical use regardless of its advisability. The important thing now is to aid in developing rational chemical use patterns within the parameters of societal mores. This is not to condone abuse but to reasonably work for acceptance of rational and non-harmful self-medication.
 6. Good drug education might increase experimentation but will probably decrease misuse. Many programs of drug education felt that failure had resulted when drug ingestion did not cease after initial course implementation. After further course work, however, it was found that a rationale of drug consumption had developed and real abuse had been curbed. Though a comprehensive program takes time and extensive work, the eradication of long term misuse at the risk of initial experimentation (which could well occur regardless of drug education attempts) seem justified in many areas.
 7. Drug education is most effectively handled in the home. Recent research indicates that predispositions in attitudes toward drug consumption are developed in the young child by parental example. Until adulthood, the modeled example of home experiences remain in many respects more potent stimuli than peer pressure or normal experimental desires. Of paramount importance in this situation is the fact that parental vocalizations concur with physical actions, in other words, parents do what they say. The full role of these domestic influences on drug consumption has yet to be determined and may offer real inroads to the causes of drug misuse.
 8. Drug laws exaggerate values conflicts which may exaggerate the problem. In a sincere interest to curtail drug misuse, legislators have attempted to legislate morality into drug laws. Perhaps the most blaring example of this is the laws regarding marijuana. Despite the fact that there has yet to be shown any real danger by nature of research recently conducted, that almost 20 million Americans have utilized this drug, and unlike most drugs, there has yet to be reported a single case of death from overdosage in medical history, this drug remains classified and controlled as a dangerous drug. There remains little but emotional basis for these laws. Until rational and scientifically based laws are enacted, tempered with concerns for people and their human way, the conflicts which cause values collisions precipitate yet new problems.
 9. Humanism is the best solution to people problems. As people working with people, the only way to possibly seek solutions to problems which arise is to try to look at the causes of the problems. Developing a sensitivity to the factors which cause human action and interactions is the logical beginning. Enhancing communications and enlarging problem solving techniques is the next step. Coordinating these various skills and using them in interpersonal relationships creates this dynamic humanism.
- It is not an easy situation which we face. Many of the ideas which are easy to accept and work within may not be best for the resolution of the "drug problem." At best, some of the techniques which have been used in the past may not only be unproductive but may actually be counterproductive. It is necessary that we as pharmacists not work exclusively in the field of drug misuse prevention that combine our energies with others in the field. We all seek elimination of the problem, but also the most efficient and effective manner is desired. We must stay involved but we must remain effectively so.

PHARMACISTS SEEK SERVICE IN THE POLITICAL ARENA

JOHN T. HENLEY

Veteran Legislator John T. Henley of Hope Mills is a candidate from Cumberland County for another 2-year term in the North Carolina Senate.

Pharmacist by profession; owns and operates Clinic Pharmacy in Hope Mills, North Carolina. Was graduated from the University of North Carolina School of Pharmacy in 1943. Served with the Ninth Infantry Division in Europe during World War II.

Mayor of Hope Mills for six years and a member of the Board of Commissioners of Hope Mills for two years. Member of the Official Board of Hope Mills Methodist Church. Member of the Fayetteville Kiwanis Club, Hope Mills Lions Club, Hope Mills Fire Department, and the American Legion.

Served four terms in the North Carolina General Assembly in the House of Representatives. Served four terms in the Senate from the Fourteenth Senatorial District. In 1961 served as Chairman of the House Education Committee when many major Education Bills were passed by the General Assembly. In 1963 served as chairman of the House Senatorial Redistricting Committee. In 1967 served as Chairman of the Senate Health Committee. In the 1969 General Assembly served as Chairman of the Sub-Committee on General Government and Transportation, and Chairman of the Committee on State Government. Served in 1969-70 on the Capital Building Authority and Commission to Study the Use of Illicit and Harmful Drugs.

Was appointed in August of 1963 as State Purchasing Officer by Governor Sanford, served in this capacity until February of 1965.

Was appointed by Governor Scott to head a Study on State Government Reorganization in September, 1969 and as Chairman of the Governor's Committee on State Government Reorganization in May, 1970.

Is presently serving in the Senate, now in session in Raleigh, and is a member of a number of Senate committees, including

chairman of the Insurance Committee which has assigned to it the much-discussed No Fault Insurance Plan.

HALL SEEKS STATE SEAT

J. M. (Mike) Hall Jr., Wilmington pharmacist, has announced he will seek the Democratic nomination as candidate for the State Senate from the Fourth District.

Mr. Hall is a 20-year veteran of the New Hanover Board of County Commissioners, hence he is at home in the political arena.

Mr. Hall sold Hall's Drug Store last year. Married to the former Edith Morton the Halls have three children. He is a member of various civic, fraternal and health related organizations.

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of the I. C. System will explain
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BARNEY PAUL WOODARD

Barney Paul Woodard of Princeton is a candidate for another 2-year term as a representative from the 14th House District (Johnston and Franklin counties) in the North Carolina House of Representatives.

Mr. Woodard was elected a state representative in 1966 and again in 1972. He is vice chairman of two House committees—Health & State Personnel—and a member of 5 other committees: Agriculture, Education, Finance, Rules and Wildlife.

A graduate of the UNC School of Pharmacy, Mr. Woodard has operated Woodard Drug Store in Princeton for the past 35 years.

He served one term on the Princeton Town Board of Commissioners, acting as secretary-treasurer. He is a former president of the Princeton PTA, Princeton School Advisory Council, and Johnston County School Board Association.

LEON TOMLINSON

Leon Tomlinson, owner and operator of Massey Hill Drug Company, Fayetteville, for the past 18 years, is a candidate for the North Carolina House of Representatives from Cumberland County.

A native of Georgia, Pharmacist Tomlinson is a 1950 graduate of the University of Georgia School of Pharmacy. He served in the U. S. Army at Fort Bragg and remained in the area following completion of his military service.

He is a member of the North Carolina Farm Bureau Federation, Fayetteville Area Industrial Development Corporation and the N. C. Pharmaceutical Association. Other affiliations include charter member of the Massey Hill Lions Club, a former board member of the Cape Fear Valley Hospital, secretary of the Cape Fear Pharmaceutical Society and an institutional representative of the Boy Scouts of America.

WILLIAM D. (BILLY) SMITH

William D. (Billy) Smith, a senior pharmacy student at UNC-Chapel Hill, is a

candidate for the Bladen County Board of Commissioners.

Mr. Smith is an officer of Smith's Drug Store, Elizabethtown, and Clarkton Drug Center, Clarkton. In Chapel Hill he currently serves as an officer of Phi Delta Chi.

WEBSTER ELECTED MAYOR OF FAIRMONT

W. B. Webster of Webster's Pharmacy, Inc. of Fairmont, has been elected Mayor of his city. Not only has Mr. Webster served the Fairmont community since 1948 as a practicing pharmacist, but he has participated in many civic activities.

He served five years on the Board of Education of the Fairmont City School System, and for many years was the principal reorganizer of the "Tornado Club" (school booster).

He is a past master of Fairmont Lodge No. 528, a Shriner, and served as Training Union Director for the First Baptist Church. He is also a member of the local Board of Directors of Southern National Bank and Guaranty Savings and Loan.

Mr. Webster, 1940 graduate of the School of Pharmacy of the University of South Carolina at Columbia, practiced for several years in Tabor City before entering the armed services in 1942. He is now a Lt. Colonel in the U.S. Air Force Reserve, Retired.

He is married to the former Lillian Hughes of Tabor City and has three children.



DOINGS

OF THE AUXILIARIES

- Charlotte—Mrs. T. K. Steele
- Cape Fear—Mrs. Hunter Smith
- Chapel Hill—

CAPE FEAR

The Cape Fear Pharmaceutical Auxiliary met at the home of Mrs. Sanford Price, Salemburg, Wednesday to complete their State Project, making stuffed animals and house dresses for O'Berry Center at Goldsboro.

During a short business session, Mrs. James R. Hickmon, State President, told some of the plans for the Annual Convention which will be held at Pinehurst in March. Mrs. Cade Brooks asked the Auxiliary to assist in making table favors for the Convention at the meeting in February. All members were urged by the local President, Mrs. Shelton Brown, Clinton, to plan to attend the Convention at least one day.

Members attending the "Sew-In" from Fayetteville were Mrs. James R. Hickmon, Mrs. Cade Brooks, and Mrs. Hunter Smith.

CHARLOTTE

The Charlotte Woman's Auxiliary of the North Carolina Pharmaceutical Association held its regular meeting at the YWCA, Tuesday, January 8, with Mrs. Robert Lewis, president, presiding. Mrs. Leslie Barnhardt gave the devotional.

Luncheon was served on tables attractively decorated in blue and white by Mrs. Dalton Moore. Mrs. W. K. Gardner made appropriate name tags using the Pharmacy symbol.

Mrs. Newton Etheridge introduced the speaker, Dr. David S. Citron, Director of Family Practice at Charlotte Memorial Hospital. In an interesting and informative talk, Dr. Citron explained the need for doctors who are family practitioners and what

Memorial Hospital is doing to meet the need.

In the business session Mrs. C. H. Smith announced that Group House would be ready for occupancy February 1. Members were asked to donate available supplies promptly.

Committees for the Benefit Bridge February 26th were announced by Mrs. Gordon Vail, Ways and Means Chairman with tickets available from Mrs. Jesse Oxendine.

CHAPEL HILL

Members of the Executive Board of the NCPHA Woman's Auxiliary were guests of the Chapel Hill Auxiliary at their January luncheon meeting held at the Institute of Pharmacy.

Mrs. Lee Werley, president, presided and Mrs. George P. Hager gave the invocation.

Lloyd Senter, Carrboro pharmacist and chief of the South Orange Rescue Squad, gave a descriptive talk on the activities and future plans of the Squad.

Mrs. James Hickmon, State Auxiliary President, was a special guest, and spoke to the Chapel Hill members.

In the business session plans were made for the March 5th benefit bridge with proceeds going to the Rescue Squad.



MARRIAGES

The marriage of Miss Snowden Stanley Albright and Henry Crayne Howes was solemnized December 29 at Saint Michael's Episcopal Church in Raleigh.

The bride is a graduate of UNC-Chapel Hill where she majored in English and Religion. The bridegroom, a graduate of the UNC School of Pharmacy, Class of 1972, is a pharmacist with Reveo Drugs. The couple will make their home in Wilmington.

BIRTHS

Mr. and Mrs. James W. Mitchener, Sr., pharmacists of Wilmington, announce the birth of a daughter, Mary Ellen, born January 10th. Mrs. Mitchener is the former Ellen Louise Pike of Concord.

Mr. and Mrs. William J. Brooks, Jr. of Lattimore announce the birth of a son, James David Brooks, on December 7. Pharmacist Brooks is a graduate of the UNC School of Pharmacy, Class of 1969.

DEATHS

HUGH K. SCONYERS

Hugh Kight Seonyers, age 65, died January 22 in Gastonia, North Carolina.

Mr. Seonyers, a graduate of Mercer University, was well known throughout North Carolina as a sales representative for Hollingsworth Candy Company. He was a past president of the Traveling Men's Auxiliary of the NCPHA and assisted in organizing the TMA Foundation.

He is survived by his wife, the former Marilou Ely, a brother and sister.

Masonic services were held at the Evergreen City, Cemetery, Charlotte.

PAUL L. McDANIEL

Paul L. McDaniel, Wilmington pharmacist, died January 28.

Mr. McDaniel was a graduate of the UNC School of Pharmacy (1930) and for a number of years operated Standard Pharmacy in Wilmington. He was a native of Fairmont.

J. F. HOFFMAN

Joseph Filson Hoffman, Jr., High Point pharmacist, died January 19.

A graduate of the UNC School of Pharmacy (1911), Mr. Hoffman established (1914) the Hoffman Drug Company, High Point, and operated the pharmacy until selling it in 1966.

He served as a member of the Guilford County Board of Commissioners from 1933 to 1945 and as a member of the Guilford County Board of Welfare (now Social Services) for the same period.

A SUPERVISOR'S PRAYER

*Dear Lord, please help me—
To accept human beings as they are—
not yearn for perfect creatures;
To recognize ability—and encourage it;
To understand shortcomings—and make allowance for them;
To work patiently for improvement—
and not expect too much too quickly;
To appreciate what people do right—
not just criticize what they do wrong;
To be slow to anger and hard to discourage;
To have the hide of an elephant and the patience of Job;
In short, Lord, please help me be a better boss!*

JOHN LUTHER



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Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

In replying to "blind" ads, address Ad. No. ———, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514

FOR SALE: Fixtures from Boone Drug Company custom made by Grant E. Key in 1960 (14 years old). May be seen in operation at Boone Drug Company, Boone, N. C. Store size approximately 4000 square feet. Includes booths for fountain but not fountain equipment. In very good shape. Call 704-264-3766 or write Boone Drug Company.

FOR SALE—Twelve drug store shelves for medications; adjustable; almost new and in excellent condition; some single side; some double with partition; size is variable from 5½ ft. to 6½ ft. average. Reply to Ad. No. 1-2.

Staff Pharmacist position open, in a community, 150-bed hospital that serves as a clinical work-shop for The Rockingham Community College School of Nursing—programs expanding in I. V. Additive-area, unit-dose dispensing, and clinical pharmacy at the community-level. Competitive salary with excellent benefits for an energetic, progressive professional. Send resume to: Joseph C. Estes, Jr., c/o Annie Penn Memorial Hospital, Inc., 618 S. Main Street, Reidsville, N. C. 27320.

WANTS NEW CHALLENGE—An aggressive pharmacist experienced in discount pharmacy operation desires new management or ownership opportunity.

RELIEF PHARMACIST—Call Carlton O. Winters, 313 Brentwood Avenue, Jacksonville, North Carolina 28540.

PHARMACY OPPORTUNITIES IN ALASKA

Delivery of Pharmacy Services in Alaska is at a unique time in its history. The providers are still small enough in numbers for every pharmacist in the State to have a direct say in what the future will bring. The State needs pharmacists who want to deliver quality health services and develop a strong Statewide system combining retail, hospitals and the uniformed services (Army, Air Force, Coast Guard and the U.S. Public Health Service).

There are opportunities in Alaska—mostly in what are considered rural areas. There are less than 50 retail stores in this State. Twenty-five are in the urban areas of Anchorage and Fairbanks. In the last six months, one small community has attracted a pharmacist for their existing store. Another community, without a store, has attracted their first pharmacist. In both cases, the communities already had two physicians and small hospital.

There are opportunities with the U.S. Public Health Service and the military. At this time, the latter does not utilize Civil Service pharmacists. The trend of many of their health care facilities is nonmilitary pharmacists. Also, with the military cut-backs, the number of pharmacists available for night, week-end and holiday work has decreased to two in Anchorage and none in Fairbanks.

In closing, I will be glad to correspond with anyone interested in pharmacy practice in Alaska. We provide direct care and also contract for pharmacy services with hospitals and drug stores. Therefore, the U.S. Public Health Service is interested in all phases of pharmacy practice.

There are limited openings! Therefore, do not come without a definite commitment.

Emil L. Cekada, M.P.H.

Chief, Area Pharmacy Branch

Alaska Area Native Health Service

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LIBRARY



The Barbara Berry Singers (pictured above) will appear in Pinehurst on March 25 as a part of the NCPHA convention entertainment program sponsored by the Wholesale Druggists of North Carolina. Seated, Barbara Berry. Standing, left to right: Marsha Jones, Anne Givens, Barbara Cobb and Carol Blake.

CONVENTION PROGRAM

U-100 Iletin[®] (Insulin, Lilly)

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94th

Annual Convention of the N.C.P.A.

47th

Annual Convention of the Woman's Auxiliary

of the N.C.P.A.

60th

Annual Convention of the T.M.A. of the N.C.P.A.

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Greensboro, N. C.

In our 77th Year of Service to the North Carolina Retail Druggists

ENDEAVORING TO BETTER SERVE



Scott Drug Company

CHARLOTTE, N. C.

Representing 80 Years of Integrity and Reliable Service

The Carolina JOURNAL OF PHARMACY

March, 1974

Vol. LIV

No. 3

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PROGRAM

94th Annual Convention

North Carolina Pharmaceutical Association
Woman's Auxiliary, NCPHA
Traveling Men's Auxiliary, NCPHA

**PINEHURST HOTEL & COUNTRY CLUB
PINEHURST, NORTH CAROLINA**

Sunday, March 24, 1974

Monday, March 25, 1974

Tuesday, March 26, 1974

**CONVENTION THEME
PHARMACY FORWARD IN '74**





Convention

- North Carolina Pharmaceutical Association
- Woman's Auxiliary, NCPHA
- Traveling Men's Auxiliary, NCPHA

PINEHURST HOTEL & COUNTRY CLUB

Pinehurst, North Carolina

March 24-25-26, 1974

CONVENTION-IN-BRIEF

Sunday, March 24

- 1:00 p.m.—Reunion of UNC School of Pharmacy Class of 1969—Crystal Room
(Reservations through Ben O. Williams)
- 2:00 p.m.—Convention Registration Desks Open
- 4:00 p.m.—Meeting of North Carolina PharmPac members—South Room
- 7:00 p.m.—Opening Session/Dinner—NCPHA and Auxiliaries—Ballroom
- Awards Presentations
 - Entertainment by UNC Department of Music

Monday, March 25

- 8:30 a.m.—Registration desks reopen
- 9:00 a.m.—NCPHA Business Session—South Room
- 9:30 a.m.—Woman's Auxiliary members depart from Pinehurst Hotel for a COFFEE at the Country Club of North Carolina
- 1:00 p.m.—Golf Tournament—Pinehurst Country Club
(Admission ticket at Registration Desk)
- 2:00 p.m.—Tours of Clarendon Garden—Transportation from Pinehurst Hotel approximately every 45 minutes.
- Optional Activities:
- Tennis
 - Skeet or trap shooting at Gun Club
 - Visit to World Golf Hall of Fame
 - Informal Bridge—Dogwood Room
 - Sight-seeing (brochures at Registration Desk)
- 7:45 p.m.—The Wholesale Druggists of North Carolina Entertain—Ballroom
- Bingo
 - The Barbara Berry Singers
 - More Bingo

Tuesday, March 26

- 8:30 a.m.—Registration desks reopen
- 9:00 a.m.—NCPHA Business Session—South Room
- 11:00 a.m.—TMA Business Session—Crystal Room
- 12:00 noon—Woman's Auxiliary Business Session and Luncheon—Ballroom
- Entertainment by Roland's Dance Studio of Fayetteville
 - Fashion Show by the Pinehurst Hotel Boutique
- 2:00 p.m.—NCPHA Closing Session and Officer Installation—South Room
- 8:30 p.m.—Traveling Men's Auxiliary Party—Ballroom
- TV Personality Ray Wilkinson
 - Ed Turbeville's Orchestra for dancing

CONVENTION PROGRAM

94TH ANNUAL MEETING NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

PINEHURST HOTEL AND COUNTRY CLUB
PINEHURST, NORTH CAROLINA
Sunday-Monday-Tuesday, March 24-25-26, 1974

THEME: PHARMACY FORWARD IN '74 SUNDAY, MARCH 24

- 1:00 p.m.—Reunion of UNC School of Pharmacy Class of 1969—Crystal Room. Reservations through Ben O. Williams
2:00 p.m.—Convention Registration Desks Open
4:00 p.m.—Meeting of N.C. PharmPAC members—South Room

OPENING SESSION AND DINNER PROGRAM

BALLROOM—7 P.M.

Alfred H. Mebane, III, Convention Chairman, Presiding

CALL TO ORDER

N. C. Pharmaceutical Association—W. Whitaker Moose, President
Woman's Auxiliary, NCPHA—Mrs. James R. Hickmon, President
Traveling Men's Auxiliary, NCPHA—James R. Case, President

INVOCATION—E. W. Hackney

DINNER

PRESENTATION OF AWARDS

MUSICAL PROGRAM—UNC Department of Music

ANNOUNCEMENT—1974 Pharmacist of the Year

YOUR PICTURE COMPLIMENTS COLORCRAFT

In addition to providing picture coverage of the Pinehurst Pharmaceutical Convention, representatives of Colorcraft Corporation—Roy and John T. Black and Horace Lewis—will make individual pictures of convention registrants, compliments of Colorcraft. Look for the Colorcraft Picture Booth in the Lobby of The Pinehurst Hotel & Country Club.

MONDAY, MARCH 25

Morning Session, 9 a.m., South Room
W. Whitaker Moase, Presiding

CALL TO ORDER**RITE OF THE ROSES**

Mrs. June Bush West assisted by Mrs. Jean Bush Prova
NCPHA PRESIDENT'S ADDRESS—W. Whitaker Moase

LEGISLATION—CURRENT AND PENDING—OF SPECIAL SIGNIFICANCE TO PHARMACY

W. H. Randall, Chairman, NCPHA Committee on Legislation
B. Paul Woodard, Member of the N. C. General Assembly
John T. Henley, Member of the N. C. General Assembly

PROMOTING YOUR PROFESSIONAL & AUXILIARY SERVICES

Michael R. Ryan, Ph.D., Associate Director, American College of Apothecaries

BIOAVAILABILITY: ITS IMPORTANCE IN DETERMINING PRODUCT EQUIVALENCE

John J. Palya, Assistant to the Division Manager, Wyeth Laboratories

REACTORS:

William M. Oakley, President, N. C. Society of Hospital Pharmacists
Donald Miller, Past President, N. C. Pharmaceutical Association

**PRIZE DRAWING
ADJOURNMENT**

Afternoon free for golf or other entertainment activities available in the Pinehurst area.
Details at the registration desks.

Dining Room Service from 6 to 9. If not a guest at the Pinehurst Hotel, individual dinner tickets may be purchased from hotel

BALLROOM—7:45 P.M.

The Wholesale Druggists of North Carolina Entertain

- Bingo
- The Barbara Berry Singers
- More Bingo

PRIZES FROM AROUND THE WORLD

Convention registrants attending the one NCPHA business session on Monday and two sessions on Tuesday will have up to three opportunities, depending on number of business sessions attended, to win valuable prizes from Spain, Kenya, Japan, Pakistan, Philippines, Switzerland, Mexico, Norway, Sweden, Israel, France, Taiwan, Greece, India, Italy and the United States. The U.S. prizes include one from Tiffany's 1973 proof coin sets and merchandise certificates.

TUESDAY, MARCH 26

Morning Session, 9 a.m., South Room
Lloyd M. Wholey, Presiding

CALL TO ORDER

INVOCATION—Paul Branch, Boone

NORTH CAROLINA PHARMACY UPDATE**UTILIZATION CONTROL AS INFLUENCED BY THE MEDICAID CO-PAY PROGRAM**

Benny Ridout, Pharmacist Consultant, N. C. Department of Social Services

A BRIEF REVIEW OF RX BENEFIT PROGRAMS ADMINISTERED BY PAID PRESCRIPTIONS

Frank F. Yarborough, Project Director, Paid Prescriptions

THE NORTH CAROLINA MENTAL HEALTH PHARMACY SERVICE PROGRAM

Robert J. Allen, Pharmacy Coordinator, Division of Mental Health Services, N. C. Department of Human Resources

CONSULTANT PHARMACIST—A REVIEW OF RECENTLY ADOPTED REGULATIONS AND GUIDELINES**Panelists**

William T. Williams, Immediate Past President, North Carolina Society of Hospital Pharmacists

J. W. Bradley, III, Pharmacist Consultant, Division of Facility Services, N. C. Department of Human Resources

Donald E. Baker, Pharmacy Consultant, Region IV, Community Health Services, Department of HEW, Atlanta

REPORT—UNC SCHOOL OF PHARMACY—George P. Hager, Dean

ADVERTISING: HOW TO CREATE A POSITIVE IMAGE

W. Joe Davis, III, Creative Services Associates

MANAGEMENT EXPERTISE—A PROFESSIONAL NECESSITY

William J. Turenne, Editor, Lilly Digest

PRIZE DRAWING**ADJOURNMENT FOR LUNCH****PINEHURST—A COMPLETE CONVENTION RESORT**

Golf—Five 18-hole courses, all of which begin at Pinehurst Country Club, only a half mile from The Pinehurst Hotel with continual transportation provided. Green fees (\$8.00 per day) compliments of Owens-Illinois for the March 25 TMA-sponsored tournament.

You are on your own for carts—\$9.00 per 18-hole round. Caddies are \$6.50 for one bag and \$8.50 for two bags. Either a cart or caddie must be used.

Tennis—Twelve courts—10 composition

and 2 hard-surface. Beautiful clubhouse with showers, lockers, lounge and pro shop. Clinics, lessons, etc. available. Rates: \$3.00 for first hour and \$2.00 each additional hour per person.

Gun Club—Skeet and trap fields. \$5.00 per round for guns and ammunition—25 targets and 25 shells. 9 trap ranges, 6 skeet ranges.

World Golf Hall of Fame—Interesting exhibits from all over the world. Admission is \$1.00 per person.

Riding Club—Trail rides at \$5.00 per person per hour. Over 200 miles of trails.

Sometimes it takes more than your expert knowledge of the pharmacy business to make your pharmacy go.

UNCH
BALLS
9¢
PLASTIC COATED
LAYING
ARDS
\$1



CRE
\$19.95
HEADPHONES
RADIO
\$0
2
5 BAND
POL
RAI
\$20

You studied pharmacy and its application to human life; not changing markets, the changing economy, new products, sundries and advertising. That's where Gilpin comes in—we can provide the marketing and merchandising expertise to make your operation more profitable, more efficient, even more attractive, all at once or one at a time.

And beyond that we can assist you in identifying your pharmacy as a part of the Care Drug Center Service Program.

Sometimes it takes more than your knowledge of pharmacy to make your pharmacy go. For more information, write or call the Gilpin Sales Manager nearest you.*

THE HENRY B.
GILPIN
COMPANY

Wholesale druggists since 1845.

*Baltimore—E.A. Turner, 7401 Palaski Highway, Baltimore, Md. 21203/(301) 866-4600 Dover—W.E. Warther, 756 South Little Creek Rd., Dover, Del. 19901/(302) 734-8281 Norfolk—Colon Sawyer, 6435 Tidewater Drive, Norfolk, Va. 23509/(804) 855-1901 Washington—Frank Antkowiak, 901 Southern Avenue, Washington, D.C. 20032/(301) 630-4500

PHARMACY



* ACCOUNT SERVICE

*GOOD RECORDS FOR YOUR CUSTOMERS—A proven accounts receivable system—Designed from the ground up for your needs—by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

PHARMACY



* BOOKKEEPING SERVICE

*GOOD RECORDS FOR YOU—Twenty Nine years of bookkeeping for retailers plus 15 years of computer experience equals a system designed to give you the accounting service you need.

PHARMACY



* ADVERTISING PROGRAM

HOW'S YOUR RETAIL IMAGE?—Good? Bad? Indifferent—Consult your Smith Representative about our Associated Druggist Program. Some of the advantages of this program are hometown newspaper advertising—buying advantages—clerk training program—In store promotion materials and store advertising fliers.

Just three of the many SMITH services

Also ask about retirement, group hospitalization and major medical. Call or write to



- Spartanburg 582-1216
- Greenville 235-4159
- Asheville 684-6121
- Charlotte 825-5161

Wofford and Forest Streets P. O. Box 1779

WHOLESALE DRUG
DIVISION OF SMITH DRUG COMPANY

SPARTANBURG, SOUTH CAROLINA 29301

TUESDAY, MARCH 26

Afternoon Session, 2 p.m., South Room
 Thomas R. Burgiss, Presiding

CALL TO ORDER
REPORTS:

North Carolina Board of Pharmacy—H. C. McAllister, Secretary-Treasurer
 N. C. Pharmaceutical Association—W. J. Smith, Executive Director
 Committee on Community Pharmacy—Donald V. Peterson, Committee Member
 Continuing Education and Tripartite—Claude U. Paoloni
 Consolidated Pharmacy Loan Fund—Robert B. Hall, Chairman
 NCPHA Institute/Endowment Fund—B. Cade Brooks, Chairman
 Public Relations—Jack G. Watts, Chairman
 N. C. Pharmacy Political Action Committee—Rex Paramore, Chairman
 Resolutions—Lloyd M. Whaley, Committee Chairman
 Nominating—B. Cade Brooks, Committee Chairman
 Time and Place—L. M. Whaley, Committee Chairman
 Woman's Auxiliary—Mrs. James R. Hickmon, President
 Convention Report—A. H. Mebane, Chairman

INSTALLATION OF OFFICERS—W. Dorsey Welch, Washington

PRIZE DRAWING

ADJOURNMENT

EVENING ENTERTAINMENT

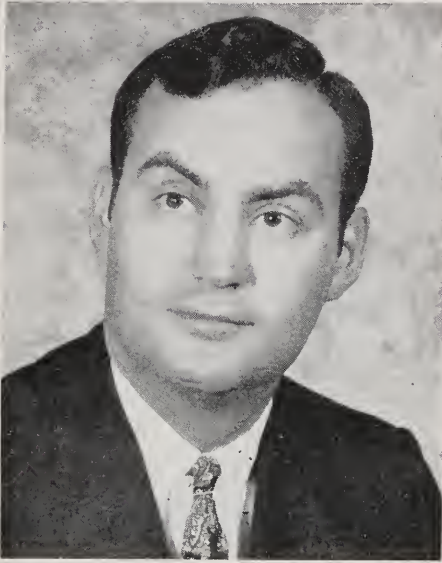
Ballroom, 8:30 p.m.

Variety Show sponsored by the Traveling Men's Auxiliary of the NCPHA, featuring TV Personality Ray Wilkinson followed by Dancing to Ed Turbeville's Orchestra

OFFICERS OF THE N. C. PHARMACEUTICAL ASSOCIATION

President: W. Whitaker Moose, Mount Pleasant, North Carolina
 1st Vice-President: W. H. Wilson, Raleigh, North Carolina
 2nd Vice-President: Lloyd M. Whaley, Wallace, North Carolina
 3rd Vice-President: Thomas R. Burgiss, Sparta, North Carolina
 Executive Director: W. J. Smith, Chapel Hill, North Carolina

THE PRESIDING OFFICERS



W. Whitaker Moose
Mount Pleasant

The business part of the Pinehurst Convention will be the responsibility of these presiding officers:

North Carolina Pharmaceutical Association

W. Whitaker Moose, President

Woman's Auxiliary, NCPHA

Mrs. James R. Hickmon, President

Traveling Men's Auxiliary, NCPHA

James R. Case, President



Mrs. James R. Hickmon
Fayetteville



James R. Case
Charlotte

**WOMAN'S AUXILIARY
of the
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION**

OFFICERS

<i>President</i>	Mrs. James R. Hickmon, 1420 Paisley Avenue, Fayetteville 28304
<i>1st Vice-President</i>	Mrs. J. W. Kirkpatrick, Box 55, Waynesville 28786
<i>2nd Vice-President</i>	Mrs. L. M. McCombs, Box 7, Creedmoor 27522
<i>Recording Secretary</i>	Mrs. M. E. Hedgepeth, P.O. Box 1006, Henderson 27536
<i>Corresponding Secretary</i>	Mrs. J. Cody Newton, 2710 Mirror Lake Dr., Fayetteville 28303
<i>Treasurer</i>	Mrs. Bruce R. Medlin, 201 Esplanade Drive, Charlotte 28213
<i>Parliamentarian</i>	Mrs. R. I. Cromley, Jr., 4732 Wildwood Road, Raleigh 27609
<i>Historian</i>	Mrs. Paul Branch, Route 1, Box 358, Boone 28607
<i>Advisor</i>	Mrs. William G. Thames, 307 Lakeview Road, Hope Mills 28348
<i>Advisor</i>	Mrs. George H. Cocolas, 1298 Wildwood Drive, Chapel Hill 27514
<i>Coordinator</i>	Mrs. W. J. Smith, 908 Arrowhead Road, Chapel Hill 27514
<i>Convention Chairman</i>	Mrs. A. H. Mebane, III, 512 Audubon Drive, Greensboro 27403

CONVENTION PROGRAM

(All events at the Pinehurst Hotel unless otherwise noted)

SUNDAY, MARCH 24

- 1:00 p.m.—Reunion of UNC School of Pharmacy, Class of 1969—Crystal Room
 2:00 p.m.—Registration Desks Open
 7:00 p.m.—Opening Session—Dinner, NCPHA and Auxiliaries—Ballroom

- Awards Presentation
- Entertainment by UNC Department of Music

MONDAY, MARCH 25

- 8:30 a.m.—Registration desks open
 9:30 a.m.—Depart hotel for COFFEE at the Country Club of North Carolina
 Afternoon—Free for activities including
- Golf Tournament
 - Informal Bridge
 - Tennis
 - Tours of Clarendon Gardens (Transportation from Pinehurst Hotel approximately every 45 minutes)
 - Shopping, Sightseeing, Trap shooting, etc.
- 7:45 p.m.—Bingo and Entertainment—sponsored by the Wholesale Druggists of North Carolina—Ballroom

TUESDAY, MARCH 26

- 8:30 a.m.—Registration desks open
 Morning —Free—continuation of activities such as bridge, tours, etc.
 12:00 noon—Woman's Auxiliary Business Session-Luncheon—Tickets from Registration Desk (\$5.00). Entertainment will include a special program by Roland's Dance Studio of Fayetteville and a fashion show by the Pinehurst Hotel Boutique.
 8:30 p.m.—Traveling Men's Auxiliary Party—Entertainment by Roy Wilkinson, TV personality, and Ed Turbeville's orchestra.

Members of the Woman's Auxiliary are welcome to attend sessions of the NCPHA also.

**TUESDAY NIGHT, MARCH 26, ENTERTAINMENT SPONSORED BY
THE TRAVELING MEN'S AUXILIARY OF THE NCPHA
BALLROOM, PINEHURST HOTEL AND COUNTRY CLUB**



**PRESENTING . . .
RAY WILKINSON**

- THE MAN
- THE TV-RADIO STAR
- THE HUMORIST

Wilkinson cleverly combines some of the more colorful and humorous true experiences from his varied professional, civic and personal life, with fun-filled escapades from the vast storehouse of his imagination.



Organized in 1946, Ed Turbeville's Orchestra has played for more public and private dances than any other orchestra in North and South Carolina. Program time: 8:30 P.M., Tuesday, March 26.

**THE TRAVELING MEN'S AUXILIARY
of the
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION**

OFFICERS—1973-74

James R. Case, President	Stanbaek Company, Ltd.
Canie B. Smith, 1st Vice-President	Dr. T. C. Smith Co.
Ray L. Black, 2nd Vice-President	Colorecraft Corporation
L. M. McCombs, Secretary-Treasurer	Eli Lilly & Co.
C. H. Smith, Assistant Secretary-Treasurer (Retired)	Drug Package Co.

BOARD OF GOVERNORS

Zack W. Lyon, 5 Years	Peabody Drug Company
Ray McArtan, 4 Years	Whitman Chocolates
C. Rush Hamrick, Jr., 3 Years	Kendall Drug Co.
Charles Harold Daniels, 2 Years	Miles Laboratories
W. H. Worley, Jr., 1 Year	Dr. T. C. Smith Co.

**PROGRAM
SUNDAY, MARCH 24**

(All events in The Pinehurst Hotel unless otherwise indicated)

2:00 p.m.—Registration Opens

7:00 p.m.—Dinner—Ballroom

Includes Awards Session and Entertainment by the UNC Department of Music

MONDAY, MARCH 25

8:30 a.m.—Registration Opens

9:00 a.m.—NCPHA Business Session—South Room

1:00 p.m.—Golf Tournament—Pinehurst Country Club or tennis, skeet or trap shoot at Gun Club, visit to World Golf Hall of Fame or Clarendon Gardens

7:45 p.m.—Entertainment sponsored by the Wholesale Druggists of North Carolina. Ballroom. Featuring The Barbara Berry Singers and Bingo.

TUESDAY, MARCH 26

8:30 a.m.—Registration Opens

9:00 a.m.—NCPHA Business Session. South Room

11:00 a.m.—TMA Business Session. Crystal Room

2:00 p.m.—NCPHA Closing Session & Officer Installation. South Room

8:30 p.m.—Entertainment sponsored by The Traveling Men's Auxiliary. Ballroom. Featuring Roy Wilkinson, TV personality and Ed Turbeville's Orchestra.

GOLF AT THE PINEHURST COUNTRY CLUB

Obtain your golf ticket at the TMA Registration Desk. TMA members will be assigned one of the five courses starting at 10:30 AM on Monday, March 25. Green fees compliments of Owens-Illinois. Either a cart or caddie must be used for which you are responsible.

CONVENTION ENTERTAINMENT CHAIRMEN



Len Phillipps, Jr.

The major convention entertainment events have been arranged by these three men:

Len Phillipps, Jr. is chairman of the Golf Tournament. Three divisions: NCPHA, TMA and Ladies. Greens fees courtesy of Owens-Illinois. You must be a convention registrant to participate. Pairings, rental of clubs, etc. is responsibility of participants.

Rush Hamrick, Jr. is Chairman for the Monday night Party sponsored by the Wholesale Druggists of North Carolina. The Barbara Berry Singers will appear along with Bingo & Prizes.

The TMA Party on Tuesday night was arranged by Ray Black, the TMA Entertainment Chairman. Features Ray Wilkinson and Ed Turbeville's Orchestra.



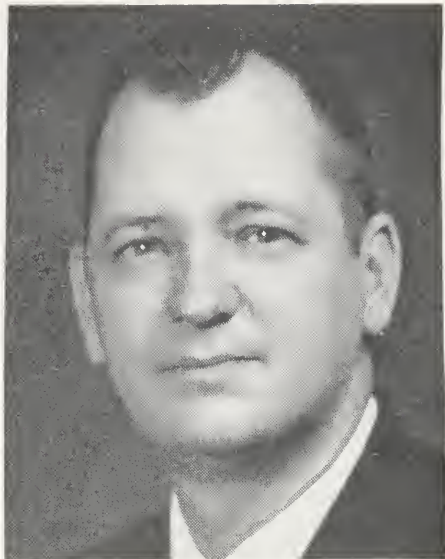
C. Rush Hamrick, Jr.



Ray Black



Alfred H. Mebane, III



Mrs. A. H. Mebane, III

CONVENTION REGISTRARS

The NCPA and Woman's Auxiliary registrars—Pharmacist and Mrs. Alfred H. Mebane, III of Greensboro—are pictured above. Their efficient operation of the registration procedures assures a smoothly flowing meeting. This year the registrars will be housed in a "registration room" set aside by The Pinehurst Hotel for this purpose. It is located to the left of the lobby entrance.

The TMA registration will be supervised by Secretary-Treasurer L. M. McCombs and Assistant Secretary-Treasurer C. H. Smith.

PINEHURST HOTEL CHECK LIST

The Carolina Dining Room will be open for breakfast and dinner each day (these meals are included as a part of your room rate). For in-between snacks and lunch, you will find the London Grill first rate. The adjoining Picadilly Pub has a cool one on tap and where desired, you can sip your favorite beverage aboard the H.M.S. Bounty. Downstairs, in The Pine Room, pool tables, games of skill plus crackers and candy.

WILLIAM J. TURENNE

William J. Turenne is a member of the Professional Relations Department of Eli Lilly and Company, the editor of the *Lilly Digest* and the *NACDS-Lilly Digest*. He also directs the Lilly Analysis Service and is primarily concerned with community pharmacy economics and their bearing on management practices.

Turenne joined the firm as a sales representative in suburban Boston on January 22, 1964. After several assignments in sales, market research and economic studies he assumed his current position in June, 1973.

Born in Massachusetts, Bill was graduated from Danvers High School in 1957 and in 1958 from the New Preparatory School in Cambridge. He received his B.S. in Pharmacy in 1962 from the University of Connecticut. Bill is completing final requirements for a master's degree in Business Administration at Boston College. Prior to employment by Eli Lilly and Company, he practiced community pharmacy in Massachusetts, where he maintains his license.



**"MANAGEMENT EXPERTISE—A PROFESSIONAL NECESSITY."
MARCH 26 NCPH BUSINESS SESSION, PINEHURST**

MOSS ELECTED CHAIRMAN

Pharmacist Fred M. Moss, Sr. of Gastonia has been elected Chairman of the Gaston County Board of Health.

Mr. Moss, a graduate of the UNC School of Pharmacy and owner/manager of Moss Rexall Drugs, has been a member of his county board of health for many years.

DR. WORK VISITS SCHOOL OF PHARMACY

Dr. David R. Work was a recent visitor to the UNC School of Pharmacy where he was formerly Assistant Dean for Fiscal Affairs.

Dr. Work is presently Director of Association Affairs of the National Association of Retail Druggists, Chicago. He has held that position since June 1973.

As one of the few pharmacist-attorneys in the United States, Dr. Work spoke to the senior class on changes in pharmacy law involving Federal and State Controlled Substances Acts and other legal aspects of pharmacy.

KERR DRUG ROBBED OF \$3,400

Nearly \$3,400 was stolen from a safe at Kerr Drug Store in University Mall, Chapel Hill, on March 6.

Detectives say four men may be responsible for the theft. It is believed one of the men took the money while his three partners distracted the clerks on duty at the time.

The store manager, Pharmacist Bill Scarborough, described the men as black and in their mid-20s.

CONVENTION SPONSORS

In appreciation for substantial support of the 94th Annual Meeting of the North Carolina Pharmaceutical Association and Affiliated Auxiliaries, grateful recognition is expressed to the following Convention sponsors:

BURROUGHS WELLCOME COMPANY
 COLORCRAFT CORPORATION
 ELI LILLY AND COMPANY
 GEIGY PHARMACEUTICALS
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 WYETH LABORATORIES
 YOUNGS DRUG PRODUCTS CORPORATION
 THE UPJOHN COMPANY

AND THESE SPONSORS OF THE MONDAY NIGHT ENTERTAINMENT:

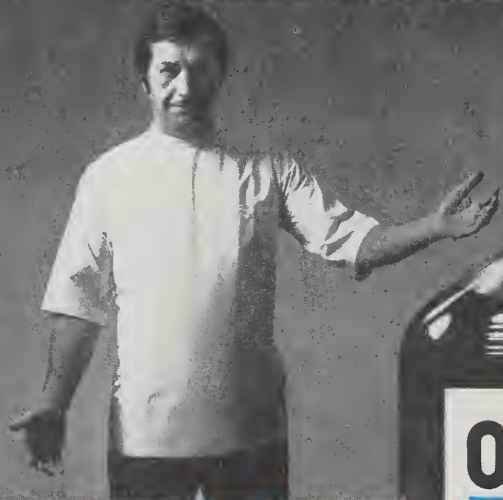
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 PEABODY DRUG CO., RALEIGH
 SCOTT DRUG COMPANY, CHARLOTTE
 SMITH, DR. T. C. COMPANY, ASHEVILLE

CONVENTION CONTRIBUTORS

For essential financial assistance, the Convention Committees, on behalf of the NCPHA and Affiliated Auxiliaries, expressed appreciation to:

ORTHO PHARMACEUTICAL CORPORATION	ABBOTT LABORATORIES
SCHERING CORPORATION	AYERST LABORATORIES
SQUIBB, E. R. & SONS, INC.	MENLY & JAMES LABORATORIES
WARNER/CHILCOTT	

Two 'up front' cold products you can stand behind



For temporary relief of nasal congestion, headache, aches, pains and fever due to—**COLDS—SINUSITIS—FLU**

ornex[®] TRADEMARK
DECONGESTANT/ANALGESIC



20 CAPSULES

No Sedatives
No Antihistamines

Trademark
ORNACOL[®]
**COUGH & COLD
LIQUID**

For temporary relief from coughing and nasal congestion associated with the common cold and sinusitis

**NO ANTIHISTAMINES
NO SEDATIVES**

4 FL. OZ.
(118 ML.)



For colds

For coughs and colds

Smith Kline & French Laboratories, Division of SmithKline Corp., Philadelphia, Pa.

ECKEL APPOINTED TO PAID PRESCRIPTIONS PEER REVIEW COMMITTEE IN REGION II

Fred M. Eckel has been appointed to the PAID Prescriptions Peer Review Committee in Region II. Mr. Eckel replaces Don McLeod who resigned subsequent to accepting a position in Buffalo, New York.

In appointing Mr. Eckel, PAID Prescriptions continues the hospital pharmacy representation afforded by Mr. McLeod and brings to the Committee Mr. Eckel's own unique qualifications in the areas of institutional pharmacy and drug therapy.

PAID Prescriptions is pleased to announce the acceptance of this appointment by Mr. Eckel.

A KIND WORD FOR PHARMACIST ELLISON

Occasionally a pharmacist is commended for an unexpected professional or public service deed but rarely in the form of a poem.

In this instance, J. M. (Jerry) Ellison, staff pharmacist with Old Town Pharmacy of Winston-Salem, was the recipient of the following poem plus a case of Florida fruit from a grateful customer:

A doctor's fine, if you are sick
 (But nurses really get there *quick*);
 Psychiatrists are for the birds—
 A lawyer's usually full of words;
 And engineers sometimes invent
 A gadget to your detriment;

 A teacher promulgates his views—
 A publisher may spread the news
 A politician "shoots the bull"
 Till his constituency is *full*;
 But at the head of my *top* list
 Is my good friend, my *Pharmacist!*

REVCO MANAGER NAMED AREA SUPERVISOR

The recent promotion of Clifford Owen Morgan, Jr., to Supervisor of Stores, Area VII, has been announced by Albert Seabock,

Vice President of Store Operations, Revco D.S., Inc.

Morgan, with a background of 12 years in Pharmacy, joined Revco as a Pharmacist/Store Manager in Rock Hill, South Carolina, in July, 1970, following management of a unit for Smith Drug Stores in that area.

A graduate of the University of South Carolina's School of Pharmacy in 1961, Morgan worked for Smith Stores before being commissioned a Lieutenant with the U.S. Army in 1962. Serving three years, he was Chief Pharmacy Officer at the Army Military Hospital, Ft. Devens, Massachusetts. Upon release, he returned to his position with Smith before joining Revco.

A native of Clover, South Carolina, Morgan is a member of the Sixth District Pharmaceutical Association, South Carolina Pharmaceutical Association, and the University of South Carolina Gamecock Club. His new responsibilities will be the supervision of Revco stores in nine areas of North and South Carolina.

ABBOTT SPONSORS NEW HEART ATTACK PREVENTION FILM

"Gameplan: Life" is the title of a new 16 mm motion picture release on the subject of heart attack prevention. Donald O'Connor in an appealing backstage setting presents the subject with reference to his own personal experience with heart disease.

John Hiller, star relief pitcher of the Detroit Tigers and 1974 winner of the Hutchenson Award, joins Donald O'Connor to tell of the pitfalls leading to their heart problems. Both men are back performing and achieving in their respective professions.

Filmed in Reno, Los Angeles and Duluth, the 15 minute movie focuses on the events leading up to and during a heart attack and featuring the rescue efforts of the paramedic unit of the city of Los Angeles Fire Department.

Abbott, a North Chicago pharmaceutical manufacturer, sponsored the film production as a public service to inform adults of the risk factors and what can be done to prevent heart attack.

You're new here
aren't you?

Yes, I'm just helping
out Fred today.



Is this you, doing relief work?

Many pharmacists work in more than one store. That's fine!

BUT who's going to pay the legal fees if that customer claims an error was made?

It could be you!

Protect yourself! Obtain your own Professional Liability Policy from the company founded by pharmacists for pharmacists. Even though you don't do relief work, you can be held liable for any alleged mistake at your regular place of employment. You already have a professional liability policy, is it *Excess* or *Primary*? What's the difference?

The ADI insurance is *Primary*. That means in the event of a claim, we are there to defend you! *Excess* policies may or may not. Look for wording such as, "this policy shall apply only as excess over other valid and collectible insurance."

BE SECURE! SEND IN THE APPLICATION AT RIGHT TODAY!

The American Druggists' Insurance Company

APPLICATION FOR PROFESSIONAL LIABILITY FOR THE PHARMACIST

LIMITS \$300,000 EFFECTIVE DATE _____

1. NAME _____

2. ADDRESS _____

3. TELEPHONE _____

4. EMPLOYER _____

ADDRESS _____

5. WHEN DID YOU GRADUATE FROM PHARMACY SCHOOL? _____

WHAT SCHOOL? _____

YEAR REGISTERED _____ STATE _____

6. ARE YOU AN OWNER, PARTNER, OR CORPORATE OFFICER OF A RETAIL PHARMACY?

YES NO (CIRCLE ONE)

7. ARE YOU PRACTICING PROFESSIONALLY, FULL TIME OR PART TIME, ANY PLACE **OTHER THAN** A RETAIL PHARMACY? (FOR EXAMPLE, A HOSPITAL OR NURSING HOME)

YES NO (CIRCLE ONE)

8. DO YOU COMPOUND IN BULK, MANUFACTURE, OR WHOLESALE ANY DRUGS OR DRUG PRODUCTS?

YES NO (CIRCLE ONE)

9. HAVE ANY PROFESSIONAL LIABILITY CLAIMS BEEN MADE AGAINST YOU?

YES NO (CIRCLE ONE)

10. PLEASE GIVE THE DETAILS CONCERNING ANY "YES" ANSWER(S) ON QUESTIONS 6 THROUGH 9.

SIGNING THIS APPLICATION DOES NOT BIND THE COMPANY TO COMPLETE THE INSURANCE, BUT IT IS AGREED THAT THIS FORM SHALL BE THE BASIS OF THE CONTRACT SHOULD A POLICY BE ISSUED.

DATE _____

SIGNATURE OF APPLICANT _____

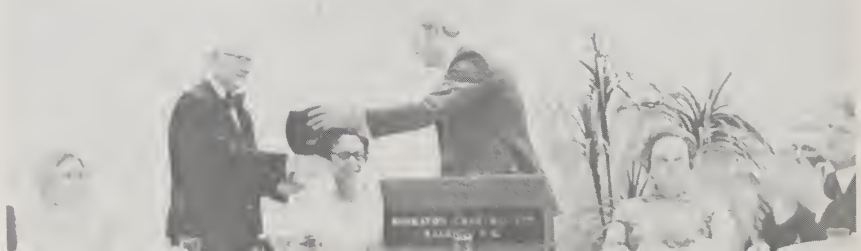
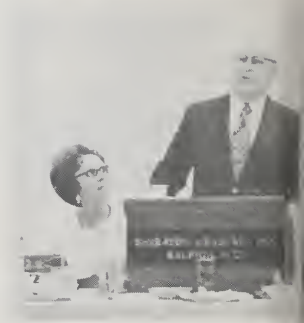
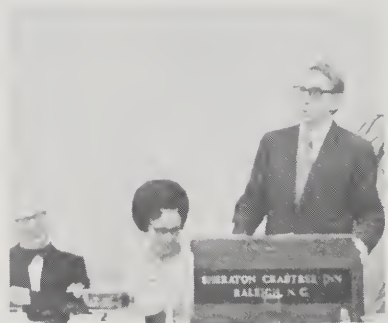
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NORTHEASTERN CAROLINA PHARMACEUTICAL SOCIETY

John Morrell, medical service representative of Ciba Laboratories, was guest speaker at the February 13 meeting of the Northeastern Carolina Pharmaceutical Society. "Hypertension" was the subject of Mr. Morrell's speech.

The meeting, held in Williamston at the Roanoke Country Club, was attended by pharmacists from the organization's 13 county area. President Bud O'Neal of Belhaven, presided.

CAROLINA CAMERA

The Wake County Pharmaceutical Association sponsored a dinner in Raleigh for L. M. (Mae) McCombs, Eli Lilly medical service representative, now retired.

The pictures (opposite page) were taken by Pharmacist Roger M. Crane of Raleigh.

TOP: Mr. McCombs with one of the more than 100 persons who attended the dinner.

TOP CENTER: W. Forest Matthews (Merrell National), the master of ceremonies, presents a gift to Mr. McCombs. Mrs. McCombs is shown seated between Mr. Mac and Forest.

BOTTOM CENTER: Testimonial speakers were, left to right, Dr. Annie Louise Wilkerson; David McGowan, Lilly MSR, and NCPHA Executive Director W. J. Smith.

BOTTOM: The president of the Wake County Pharmaceutical Association, Jerry Johnson, presents inscribed plaque to Mr. McCombs. The inscription on the plaque: "In appreciation of his vision, leadership and more than forty years of dedicated service to North Carolina Pharmacy."

Mr. McCombs continues as secretary-treasurer of the Traveling Men's Auxiliary of the NCPHA. The annual meeting of the TMA is set for March 26, Pinehurst.

ROCKINGHAM COUNTY SOCIETY OF PHARMACISTS

W. B. Apple, Jr., President of the First National Bank of Reidsville, was guest speaker for the first meeting in 1974 of the

Rockingham County Society of Pharmacists. Mr. Apple talked specifically in the areas of "money, inflation, and investments," touching briefly on the foreign money market and balance of payments.

A point of business with the area pharmacists was the fact that most frequently the pharmacist is required, by professional ethics, to consult with physicians regarding the medicines which patients are taking; the protection of patients' health is uppermost in the minds of pharmacists, particularly as medicines become more and more sophisticated.

It was pointed out by the practitioners present that their obligation to the patients' care must be first, and only by consultation with the physicians can this be accomplished.

In today's world of complicated medicines and treatments, the pharmacist feels he must take his position in protecting the patients of Rockingham County, especially where Over-The-Counter medications are involved.

WAKE COUNTY PHARMACEUTICAL ASSOCIATION

Guest speaker at the February 5 meeting of the Wake County Pharmaceutical Association was Pharmacist/Senator John T. Henley of Hope Mills.

Senator Henley discussed the Rx label bill which will be effective June 1, Medicaid co-pay, the N. C. Drug Authority and the N. C. Board of Pharmacy's state-wide inquiry regarding fees collected by the Board.

Senator Henley urged support of and participation in NC-PharmPAC (North Carolina Pharmacy Political Action Committee).

John Myhre conveyed the thanks of L. M. McCombs to the group for the dinner given in his honor when he retired in January. Roger Crane commended Forest Matthews for his fine job as master of ceremonies at the dinner and program.

Joey Edwards recommended the compilation of an up-to-date list of all Wake County physicians and dentists and their DEA numbers. Mr. Edwards was named chairman of a committee to recommend a plan for providing night prescription service.

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WAYNE F. WALL has been assigned to the Charlotte territory of The Upjohn Company. Mr. Wall recently completed several weeks of training at The Upjohn Company Training Center in Kalamazoo, Michigan. He is a graduate of Middle Tennessee State with a major in Biology. In 1971 he received his master's in Biology from the same university.



TOM JONES OF JACKSONVILLE—DISTINGUISHED SERVICE WINNER

The Jacksonville Jaycees Distinguished Service Award recipient—Pharmacist Tom Jones—and his wife are being congratulated by Jacksonville Mayor Bruce Teachey. Jones, a graduate of the UNC School of Pharmacy, is pharmacist manager of Gibson's Pharmacy in Jacksonville. He has been active in local Jaycee projects and has presented more than 50 speeches and radio interviews, primarily in the area of drug abuse information.

The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

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ACTION AT THE INSTITUTE OF PHARMACY

February 5. NCPHA Committee on Institutional Pharmacy (W. T. Williams, Chairman) met at the Institute of Pharmacy, Chapel Hill, to discuss guidelines for implementing the new Federal regulations relating to pharmacy service (skilled nursing homes, intermediate care facilities, etc.). Committee will report on March 26 at Pinehurst Convention.

February 6. Meeting of officers and directors, NC-PharmPac at Institute of Pharmacy. Discussed current status of pharmacy legislative program and reviewed plans for future. Encouraged by increased number of pharmacists seeking service in the 1974 session of The N. C. General Assembly.

February 12. Durham-Orange Pharmaceutical Association Committee reviews survey (see this issue Journal) and plans for mid-March meeting of the organization.

February 19. Meeting of NCPHA Endowment Fund Committee (B. Cade Brooks, Chairman). Chairman will announce committee approved program on March 26 at Pinehurst Convention.

February 19. NCPHA Executive Committee meets at the Institute of Pharmacy. Details of the ten item agenda will be published later.

February 20. 8th Annual Seminar on Socio-Economic Aspects of Pharmacy Service. 90 pharmacists in attendance. All papers to be published jointly by UNC School of Pharmacy and NCPHA. One paper—**PRESCRIPTION DRUG PRICING AND THE CONSUMER'S RIGHT TO KNOW**—appears in this issue of The Journal.

A NEW CHALLENGE FOR MISS SABATINI

Miss Gloria R. Sabatini, Director of Pharmacy Affairs, Smith Kline & French Laboratories, has taken a leave of absence from the company to assume the position of Assistant Administrator for Policy Coordination in the Social and Rehabilitation Service, Department of Health Education and Welfare.

The effective date of Miss Sabatini's new responsibility was February 19.

As Director of Pharmacy Affairs for SK&F, Miss Sabatini became well known nationwide to pharmacy practitioners in all areas of practice. She was a NCPHA guest speaker in Boone (June 1973) while the 93rd annual meeting of the Association was in progress.

IN MEMORY OF HUGH SCONYERS

Contributions to the TMA Foundation in memory of the late Hugh K. Sconyers have been received from the following:

C. Rush Hamrick, Jr., Kendall Drug Company, Shelby
L. M. McCombs, Creedmoor
Ralph P. Rogers, Jr., N. C. Mutual Wholesale Drug, Durham.

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**On request, A representative
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DURHAM-ORANGE CONDUCTS SURVEY OF MEMBER INTERESTS

The Durham-Orange Pharmaceutical Association has completed a survey of member preference relating to programs and organizational activity. Here are the results (may be of interest to other local/sectional pharmacy organizations):

1. (a) How frequently should meetings of the Association be held?

8 monthly	20 bi-monthly	12 quarterly
2 semi-annually	0 annually	

(b) What day of the week?

0 Sunday	8 Monday	9 Tuesday
7 Wednesday	12 Thursday	0 Friday
0 Saturday		

(c) What time of the day or evening?

5 7:00 a.m. (breakfast)	1 8:00 a.m. (breakfast)
2 6:30 p.m. (dinner)	9 7:00 p.m. (dinner)
14 7:30 p.m. (after dinner)	7 8:00 p.m. (after dinner)
5 8:30 p.m. (late evening)	0 9:00 p.m. (late evening)
1 9:30 p.m. (late evening)	Other, please specify: _____

2. In what type of an environment should these meetings be held?

22 professional (community pharmacy, hospital, pharmacy institute, university)
17 restaurants
3 private homes

3. What type of meetings and activities would you like the Association to pursue?

(a) social activities

20 dinners
4 dances
2 games
Others, please specify:

(b) professional activities

22 political
22 seminars
20 continuing education (regular courses)
27 discussion, no program (exchange of ideas)
22 combined meeting with allied health professionals
20 speakers
12 field trips

4. The members of the organization should be limited to:
- 11 only pharmacists
 - 27 pharmacists and persons engaged in pharmacy-related areas
 - 0 practicing pharmacists only (community and hospital pharmacists)
5. I am interested in the following current pharmacy problems:
- 14 posting of prescription prices
 - 33 improving the pharmacy image
 - 19 Anti-Substitution Bill
 - 25 closer relations between pharmacists and physicians
 - 14 clinical pharmacy practice
 - 11 the role of the pharmacy technician
6. I am interested in the following community projects:
- 21 mental health care
 - 9 free health clinics
 - 23 family practice involvement
7. Would you be interested in serving as an officer of the organization?
YES 8 NO 22
8. Would you be interested in serving on a committee?
YES 22 NO 10

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SURVEY ON BOARD FEES CHANGES

2,965 letters sent to pharmacists:

1,358 (45.8%) returns received (as of 2/20/74);

1,115 (82.4%) support changes;

237 (17.6%) do not support;

6 failed to indicate "for" or "against."

Of the 237 who do not support:

70 live and practice out of state but keep licenses current in North Carolina;

42 additional were licensed by reciprocity and practice in state but also keep licenses in one or more other states;

7 are retired or are not engaged in practice.

Of the 237 who do support:

102 indicated no reason for their position;

135 gave reasons as follows—

41 said funds should come from state appropriations,

20 support all changes except increase in fee for pharmacist renewal license,

12 would support proposed changes if they were gradual,

14 feel increases are too great,

30 gave miscellaneous reasons,

3 would approve changes but with lower fee for out of state pharmacists.

Of the 1,115 respondents supporting changes:

859 did so without comment;

256 made comments—

57 recommended one or more of the fees be made higher than proposed,

49 favor self-regulation,

44 gave miscellaneous reasons for support,

29 recommended different fee schedules (including Cape Fear Pharmaceutical Society),

20 strongly endorse,

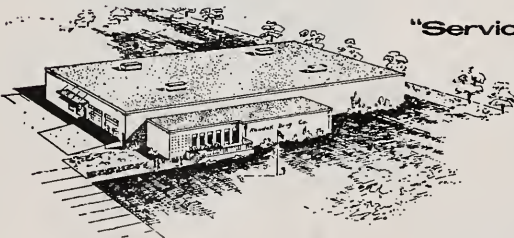
16 offered congratulatory messages to Board,

15 felt all fees should be higher than proposed,

14 suggested state or federal support,

9 said all other costs have increased,

3 recommended that the increases be gradual.



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DISASTERS

Major and Minor

HILDEBRAN

A Valdese man has been charged with cracking a safe at the Viewmont Pharmacy No. 2 in Hildebran.

WADESBORO

Two men have been arrested for the robbery of Fox & Lyon Drug Store. Loot recovered by police include cameras, electric razors, radios, movie projectors, watches and billfolds.

LUMBERTON

Stolen from Dean's Pharmacy: 200 U.S. Postal Money Orders, postage stamps valued at \$4,710 and an unknown quantity of drugs. Agents of the FBI have joined local police in investigating the robbery.

DENTON

The January 20 break-in at Denton Drug Store involved the loss of over 18,000 assorted Controlled Substances. A burglar alarm system was by-passed.

RUTHERFORD COLLEGE

For breaking and entering College Pharmacy, Kevin D. Auten of Gastonia received an 18-months active sentence.

WASHINGTON

People's Drug Store, Washington Square Shopping Center, robbed of a tape recorder, watches and radios in a break-in.

MOORESVILLE

Reveco Drug Center, Pirt City Shopping Center: Burglarized of drugs valued at more than \$300.

ROCKINGHAM

Eckerd's, Tri-City Shopping Center: \$400 in drugs taken in addition to syringes and watches. Police said someone permitted him-

self to be locked up in the store, then broke out with the stolen loot.

FAYETTEVILLE

Pharmacist Cade Brooks did some detective work on his own following robbery of his pharmacy. Scouting near his pharmacy following a silent burglar alarm alert, Mr. Brooks spotted a suspicious car and took down the license number. Later, police arrested the owner of the car.

MOUNT PLEASANT

A robbery of the Moose Drug Company apparently failed to satisfy the drug needs of an unknown party, or parties, since the drug firm was reentered one day later. Taken this time was drugs missed on first visit.

ELIZABETH CITY

Jacock's Pharmacy lost drugs and cash in an early February robbery of the pharmacy. Pharmacist L. T. Holder estimated the value of drugs taken to be \$406.00.

BLACK MOUNTAIN

Controlled Substances valued at \$3 to \$400 were taken from the Black Mountain Drug Company in a February 7 robbery.

ROSEBORO

Night visitors entered and removed drugs valued at several hundred dollars from Tart & West Drug Store in mid-February.

WADESBORO

A robbery of Fox & Lyon Drug Store was solved within 24 hours with the arrest of two teen-agers on charges of breaking and entering and larceny. Recovered: a slide projector, two tape players, several cameras, watches, flashbulbs and shaving lotion as well as \$65 cash taken during the robbery.

HENRY ROLAND TOTTEN MEMORIAL GARDEN CENTER

Most of the members of the N. C. Pharmaceutical Association recall the contributions made by this great teacher over a half century. In the field of Pharmaceutical Botany, he taught most of you.

It seems appropriate that we honor the memory of Dr. Totten who passed away February 11, 1974 less than three weeks after the death of his devoted wife, Addie Williams Totten.

A suitable memorial for Dr. and Mrs. Totten is proposed. The N. C. Botanical Garden is located on 329 acres of woods and meadow land in Chapel Hill, owned by the University of North Carolina. This area is used for the teaching of botany; it is a laboratory where scientific study of plants is conducted; it is a recreation area; it is a place for the teaching of conservation.

The Garden is modestly equipped for study purposes, as far as trails and greenhouses are concerned. There are no other buildings except a tool shed and a portable toilet.

The immediate need is for a building which will contain a meeting room about the size of the auditorium in our Institute of Pharmacy in Chapel Hill, plus offices, indoor toilet facilities, and a work-room for students.

The Garden will provide the land without charge. Funds for the Building in the amount of about \$100,000 are being raised by public subscription.

It is suggested that members of the N. C. Pharmaceutical Association will want to participate in this memorial project. Gifts are tax exempt.

For your convenience, a gift coupon is attached.

HEREWITH IS MY CONTRIBUTION FOR THE TOTTEN MEMORIAL:

Name:

Address:

Make checks payable to:

N. C. Botanical Garden, Inc.

Totten Memorial Fund

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ECONOMIC SEMINAR

The well-attended (approximately 100 registrants) Eighth Annual Seminar on Socio-Economic Aspects of Pharmacy Practice was held at the Institute of Pharmacy, Chapel Hill, on February 20.

The proceedings of the seminar will be published with copies available at a later date. In the meantime, various papers pre-

sented during the 1-day seminar will be published in *The Carolina Journal of Pharmacy*.

CITIZEN OF THE YEAR

Pharmacist Lloyd Senter of Carrboro has been named "Citizen of the Year" by the Chapel Hill Chamber of Commerce in recognition of his numerous civic activities, including establishing the Orange County Rescue Squad.

STATE BOARD OF PHARMACY

Members—W. R. Adams, Jr., Wilson; David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

1. The Treasury Drug Center, Falls Village Shopping Center, Raleigh, Thomas H. Cahill, pharmacist manager.
2. Harrelson's Pharmacy, 107 West Main Street, Tabor City. William H. Harrelson, pharmacist manager.
3. Peoples Service Drug Store, Inc., Whiteville. Phillip T. Ward, pharmacist manager.
4. Eckerd Drugs, Freedom Drive Mall, Charlotte. John W. (Jack) Moore, pharmacist manager.
5. Hardin's Drug, Forest City. Kenneth P. Hardin, Jr., pharmacist manager.
6. Reveo Discount Drug Center, Aberdeen. Jerry D. Rhoades, pharmacist manager.
7. Reveo Discount Drug Center, Lowe's Plaza, Thomasville. Donald K. Richmond, pharmacist manager.
8. The Medicine Shoppe, Fayetteville. Radford H. Rich, pharmacist manager.
9. Cashiers Rexall Pharmacy, Cashiers. Mark S. Zachary, pharmacist manager.

CHANGE IN OWNERSHIP

1. Foothills Pharmacy, 202-A Harper Avenue, N. W., Lenoir. Shirley M. Mical, owner and pharmacist manager. No change in name of pharmacy operation.
2. Springs Road Pharmacy, Inc., 2400 Springs Road, Hickory. Russell G. Sigmon, Jr., pharmacist manager.

RECIPROCITY

- (1) Carol Ann Hogart Alexander from Maryland. Rex Hospital, Raleigh.

(2) Jimmy Wiley Bagwell from Alabama. SuperRx Drugs, High Point.

(3) Bobby Gene Gay from Georgia. SuperRx Drugs, Winston-Salem.

(4) Earl Dennis Mann from Georgia. Anderson's Drug Store, High Point.

(5) Audrey Smith Roach from Georgia. Reveo Discount Drug Center, Winston-Salem.

ECKERD BUYS 13 LIGGETT STORES

Eckerd Drugs, Inc., Charlotte, North Carolina, has entered into an agreement with Drug Store Division, Inc., Erie, Pennsylvania, providing for the purchase by Eckerd's for cash of thirteen Liggett Drug Stores in Georgia and Alabama. Of the nine stores in Alabama, seven are in Birmingham and two in Gadsden. Two of the Georgia stores are located in Athens and one each in Macon and Columbus. The takeover is scheduled to take place during the month of April.

BOARD OF PHARMACY EXAMINATIONS

More than fifty candidates were in Chapel Hill on March 12-13 for the examination for pharmacists' licenses. Results of the exam will be announced by the Board in April.

SAFETY CLOSURES

April 16 is the deadline after which date all prescription drugs in oral dosage forms must be dispensed in safety closure containers.

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THE SUCCESSFUL DRUGSTORE: HOW TO BUILD A MILLION DOLLAR BUSINESS

NOTED AUTHORITY ON DRUGSTORE MANAGEMENT REVEALS PROVEN STRATEGIES FOR BUILDING MULTI-MILLION DOLLAR OPERATION

According to Thomas E. Coleman, "It doesn't matter what profit level you are at presently. By using certain tested techniques, it is possible to rise from your current profit level and build a million-dollar drugstore business."

In Coleman's new book, *THE SUCCESSFUL DRUGSTORE: HOW TO BUILD A MILLION DOLLAR BUSINESS*, to be published by Prentice-Hall on January 14, 1974, he reveals these simple yet little-known profit-boosting techniques which multiply sales while cutting costs to the bone. His complete program for increasing sales deals with every aspect of drugstore management, from arranging more effective product displays to beating the competition at their own game.

Some of the vital areas this book covers are: how to generate a steady flow of increased customer traffic . . . how to use temporary promotions to get extra weekly sales . . . how to pinpoint the hot sales spots in any drugstore . . . how to get a 30% jump in sales through modernization . . . how to add special products and services to pull in new customers . . . and how to use various price tactics to make customers feel they are in a discount store, without sacrificing profits.

Also included are detailed pointers on how to organize and use advertising most effectively, and how to avoid the common mistakes in store operation that can drive customers away.

If a member of the N. C. Pharmaceutical Association, you qualify for Group Rate Tour to Hawaii, leaving Greensboro-High Point Airport, June 1.



TAR HEEL DIGEST

RANDLEMAN—Pharmacist James King has returned to Randleman following nine years of employment in Lenoir. He will be associated with Economy Drug Company.

CANTON—In recognition of filling over two million prescriptions, Martin's Drug Store was presented a commemorative painting by representatives of Parke, Davis & Company.

ROSE HILL—Carr Drug observed its grand opening celebration in early February. The store, located in Rose Manor Shopping Center, is owned and managed by Pharmacist Bob Carr, a graduate of the UNC School of Pharmacy.

SYLVA—Carl L. Stringer, relief pharmacist at Sylva and Franklin pharmacies, attended the Consultant Pharmacist Conference held in Gainesville, Florida, January 23-24.

TAYLORSVILLE—Pharmacist Rowe B. Campbell, Jr., Chairman of the Alexander County Board of Education, has filed for a second term as one of two board members from the Taylorsville School District.

SILER CITY—Pharmacist Henry Dunlap is a candidate for the Chatham County Board of Commissioners.

MARSHALL—E. L. Niles, Robert Pharmacy, has been elected to the Board of Directors of the First Union National Bank in Marshall.

KING'S MOUNTAIN—Carl Wiesener, founder of the Mountaineer Pharmacy, has purchased Hugh G. Hallam's interest in the pharmacy and is now sole owner. Pharmacist Dennis Beatty is returning as a member of the staff.

PINEHURST—Hal C. Reaves, Jr. served as chairman of the Annual Meeting (January 31) of the Sandhills Area Chamber of Commerce. The meeting was held in Southern Pines at the Southern Pines Country Club.

FRANKLIN—Appointed to the board of directors of the Northwestern Bank of Franklin: Victor Perry, co-owner of Perry's Drug Store.

RALEIGH—A. F. Loekamy, Jr., Pharmacist with Revco Drug Store #1198, has been elected president of King's Plaza Merchants Association.

UNION LEADERS PUSH LEGISLATIVE PROGRAM

North Carolina Union officials have launched a legislative program which includes

- Repeal of the sales tax on food
- Laws to regulate campaign financing
- Consumer protection laws
- A legislative ethics law
- Retaining the 8 per cent ceiling on home mortgages
- No-fault insurance
- Posted prices for prescription drugs
- Permission for public employees to bargain collectively

Also, unions favor abolishing the death penalty, reform of juvenile law enforcement procedure, land use planning and laws giving tenants a better break.

DOINGS

OF THE AUXILIARIES

- Cabarrus County—Mrs. Whitaker Moose
- Cape Fear—Mrs. Hunter Smith
- Greensboro—Mrs. W. S. Dukes
- New Hanover—Mrs. Larry Hovis

CABARRUS COUNTY

The February Meeting of the Woman's Auxiliary of the Cabarrus County Pharmaceutical Society met on Thursday, February 14, at 7:30 p.m. with Mrs. R. W. (Argie) Hardy of 696 Miramar St., N.E. Concord. Twenty-one members and guests were present. The program for the evening was "Sweetheart Love-In" and consisted of two parts:

1) *Show and Tell*: Members brought their favorite husband to show and also brought their tastiest hors d'oeuvres and finger foods which were shared for supper. The hostess provided the beverage and the dessert.

2) *Workshop*: No work but fun and games . . . it was an evening of warm fellowship and good food. Some of the activities enjoyed by those present were dancing, bridge, canasta and just being together.

CAPE FEAR

The Cape Fear Pharmaceutical Society and Woman's Auxiliary held a joint dinner meeting on February 19th, at the Empire Steak House at Fayetteville. Robeson, Sampson, and Cumberland Counties were represented.

James R. Hickmon, president of the Society, called the meeting to order; Leon Tomlinson gave the invocation. Following dinner, Mrs. James R. Hickmon, President of the NCPHA Woman's Auxiliary, described activities being planned for ladies who will be attending the Convention at Pinehurst. Mr. Hickmon discussed activities of interest to the Association members.

While the Cape Fear Pharmaceutical Society members conducted their business sessions, Woman's Auxiliary members held a

business meeting in an adjoining room. A slate of officers was submitted and accepted as follows: President, Mrs. Sanford S. Priece, Salemburg; Vice-President, Mrs. John T. Henley, Hope Mills; Secretary-Treasurer, Mrs. J. Cody Newton, Fayetteville; Historian, Mrs. B. Cade Brooks, Fayetteville; Publicity, Mrs. James R. Hickmon, Fayetteville.

At the conclusion of the respective business session, a social hour was held.

GREENSBORO

The Greensboro Drug Club Auxiliary met for lunch on January 22 at the Greensboro Country Club, with President Mrs. David Montgomery presiding. The invocation was given by Mrs. Briggs Cook, Chaplain.

Following lunch, minutes of the November meeting were approved, and the treasurer's report was read.

Mrs. Jack Upton, Program Chairman, announced that the February speaker would be Ralph Cambron of the Greensboro Better Business Bureau.

Mrs. Dale Bracker, Ways and Means Chairman, discussed the Trash and Treasure Sale to be held March 5 at the Bagley Street Market. Members were asked to begin collecting saleable items for this big project.

The Auxiliary received two letters of thanks: one for help and cooperation during the recent Health Fair at Friendly Shopping Center Auditorium, and the other for stuffed animals donated to Operation Santa Claus.

Mrs. Upton introduced Mrs. James Hickmon, State Auxiliary President, who discussed highlights of the March convention to be held in Pinehurst, plus her activities so far as State President.

NEW HANOVER

The New Hanover County Pharmaceutical Auxiliary held a workshop on February 6 at the home of Mrs. Hobart Whaley of Wilmington. Before the work began, the members enjoyed a pot-luck salad luncheon.

The Auxiliary was honored to have present as a luncheon guest Mrs. James R. Hickmon, State Auxiliary president. Mrs. Hickmon discussed the convention to be held in Pinehurst in March.

BIRTHS

Mr. and Mrs. Ron Holland of Dallas, North Carolina, announce the birth of a daughter, Amelia Ann, Sunday, February 10. Mr. Holland, 1969 graduate of the UNC School of Pharmacy, is with Akers Center Pharmacy of Gastonia.

DEATHS

Burwell Temple

Burwell Temple, age 66, a retired Kinston pharmacist and owner/manager of Temple's Drug Store for several years, died February 5 in a Kinston nursing home.

He was the son of the late R. Henry Temple and Nanny Noble Temple of Lenoir County. He was a Mason, a Shriner and an Elk.

Among the survivors is a son, Pharmacist Burwell Temple, Jr. of Kinston.

Samuel B. Etheridge

Samuel B. Etheridge age 84, retired pharmacist of Washington, died February 17 at his home.

A graduate of the UNC School of Pharmacy (1908), Mr. Etheridge operated the S. B. Etheridge Drug Store in Washington until his retirement in 1964.

He had served as vice president of the Hood Industrial Bank, as a member of the board of directors of Guaranty Bank & Trust Company and Wachovia Bank & Trust Company until 1968.

He served as a member of the Beaufort County School Board and was a member of the State Board of Alcoholic Beverage Control for 15 years, during the administration of three governors.

Surviving are two daughters, four grandchildren and two sisters.

Dr. Henry R. Totten

Dr. Henry Roland Totten, 81, a member of the UNC Botany faculty for 50 years, died February 9 in Chapel Hill.

Dr. Totten was a distinguished botanist and teacher well known to many North Carolina pharmacists for his course in botanical pharmacy.

Mrs. Totten died in late January.

L. G. Crouch

L. G. Crouch, operator of Asheville's Ideal Pharmacy for 18 years, died February 1 en route to an Asheville hospital. He was 84.

Surviving are his wife, Mrs. Julia Edwards Crouch; two sons, L. Glover Crouch of Greensboro and Pharmacist Phillip Crouch of Asheville; a daughter, two sisters and eight grandchildren.

Eugene Rice

Eugene Rice, 78, of Williamston died February 7 following a brief illness.

A native of Danville, Virginia, Mr. Rice had been associated with Davis Pharmacy in Williamston since 1934. He was well known for his photographic work in Martin County and was a member of the Martin County Draft Board for 24 years.

DOINGS OF THE AUXILIARIES

(from page 38)

The purpose of the workshop was to continue sewing clothing and stuffed animals for the mentally ill and retarded persons in hospitals and institutions. Not only did the members enjoy the company of each other, but they also accomplished the making of additional items for the hospitals.

It was discussed and agreed that some of the simpler work might be done by local mental health patients at the county clinic. Several of the New Hanover Auxiliary members are volunteer workers at the mental health clinic, and they offered to include this project in the activities of the patients.

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LEGISLATIVE REPORT FROM RALEIGH

Status of pharmacy-related bills as of first week of March:

(1) The prescription price posting bill (HB 1878) was referred to the House Judiciary Committee #2. Intense activity on the part of pharmacists residing in the hometowns of committee members has had its impact. A co-sponsor now says he is opposed to HB 1878. Bill not expected to come out of committee unless significant effort on the part of NC-PIRG, etc.

(2) The Board of Pharmacy fee bills—SB 1300 and HB 1921—were introduced on February 27 by Senator Henley and Rep. Woodard. Bills referred to Senate and House Finance Committees. Amends GS 90-60 to make the following increases in fees: pharmacist licensee applicant examination, \$40 (now \$25); pharmacist license renewal, \$25 (now \$15); new license by reciprocity, \$100 (now \$25); original registration of a drug store, \$100, and renewal thereof, \$50.00.

(3) A Fair Trade repealer, passed by The House, received an unfavorable report in a Senate Committee (March 5).

(4) No further action in regard to Pre-Assembly talk about repeal of the State's Anti-Substitution Law.

(5) A number of bills relating to the N. C. Drug Authority and Boards in general are being screened. Some amendments anticipated.

The Assembly is expected to adjourn by the first week of April. General sentiment is that annual sessions will not be continued.



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W. H. (Bill) Wilson (left) of Raleigh was installed as President of the North Carolina Pharmaceutical Association at the final NCPHA business session of the 94th annual meeting in Pinehurst on March 26. Here he is being congratulated by W. Whitaker Moose of Mount Pleasant, who headed the NCPHA in 1973-'74.

Despite negative factors (gasoline shortage and a snow/ice storm midway during the convention), pharmacist attendance surpassed attendance at the 1973 Convention.

Plans are underway for the 95th Convention, scheduled for the Winston-Salem Hyatt House, April 13-15, 1975. Featured will be a glass-bubble elevator which will traverse an Atrium above reflecting pools, bubbling fountains and hanging gardens all highlighted by a swimming pool tucked away under a waterfall with a 12-foot water slide.—Photo by Colorcraft.

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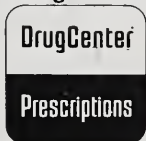
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The Carolina JOURNAL OF PHARMACY

April, 1974

Vol. LIV

No. 4

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"SKIP" SYKES NAMED SOUTHERN AREA SUPERVISOR

The recent promotion of R. N. "Skip" Sykes, Jr. to Southern Area Supervisor has been announced by Mr. Joseph Keller, Sr., Executive Vice-President, S. E. Nichols, Inc.

Sykes, with a background of 6 years in pharmacy, joined Nichols as a pharmacist in Wilson in October, 1972.

A native of Graham, Sykes is a 1967 graduate of the U.N.C. School of Pharmacy. He is a member of the Wilson County Pharmaceutical Association, American Pharmaceutical Association and the North Carolina Pharmaceutical Association.

His new responsibilities will be the supervision of Nichols Pharmacies in North Carolina, Virginia and Maryland.

DRUG EDUCATION PROGRAM RECEIVES FUNDS FROM DRUG AUTHORITY

The Drug Education Program at the School of Pharmacy has been awarded \$3740 by the North Carolina Drug Authority. The funds will be utilized to prepare materials for instruction in drug education for educators and Highway Patrol personnel, as well as support for a statewide conference on drug education.

The conference, "Drug Education—'74" will be held in Chapel Hill on May 4-5 and is open to all interested persons. For more information, contact Steve Moore, program coordinator, at the School of Pharmacy.

BLOWING ROCK

The Village Pharmacy lost an estimated 15,000 Controlled Substances in a break-in. Entry was by way of the front door which was broken with a rock.

DURHAM-ORANGE ELECTS OFFICERS

Bill Burch, manager of T. E. Holding Company of Hillsborough, is the newly elected president of the Durham-Orange Pharmaceutical Association.

Other officers who will be serving with President Burch are Robert J. Allen of Chapel Hill, vice president, and Patty Giddings of Durham, secretary-treasurer.

Mr. Allen is chief of pharmacy services, N. C. Department of Mental Health, and Ms. Giddings is associated with Eckerds as a pharmacist.

A membership campaign is planned prior to an intensive activity program scheduled for September.

ECKEL NAMED HOSPITAL PHARMACIST OF THE YEAR

Fred M. Eckel, director of pharmacy services for North Carolina Memorial Hospital, has been named 1973 Hospital Pharmacist of the Year by the North Carolina Society of Hospital Pharmacists.

The award was presented by the Pfizer and Roerig Division of Pfizer Laboratories, New York.

In selecting Eckel for the award, the Society cited his original and innovative contributions to the field of hospital pharmacy including numerous publications in the professional literature and presentations at national and international hospital meetings.

Eckel is a graduate of the Philadelphia College of Pharmacy and Science and received the master of science in hospital pharmacy from Ohio State University. In addition to his hospital duties, he is an associate professor of hospital pharmacy in the UNC School of Pharmacy in Chapel Hill.

GUEST SPEAKER AT COLUMBIA(SC) KE MEETING

James L. Brisson, pharmacist-manager of Clarkton Drug Center, Clarkton, recently presented a program of continuing education to the South Carolina Alumnae Chapter of Kappa Epsilon in Columbia, S. C.

The emphasis of Pharmacist Brisson's program was on anti-depressants. A follow-up discussion covered third party pharmacy service programs, substitution, pharmacy technicians and continuing education.

Jean Fineannon, pharmacist employee at Columbus Drug Store, Whiteville, is president of the South Carolina Alumnae Chapter of Kappa Epsilon.

BROOKS INSTALLED VICE-PRESIDENT, NCAP

Dr. A. W. Smith, DVM of Farmville, N. C., was elected as the new President of the North Carolina Association of Professions at the March Annual Meeting held in Raleigh. He succeeds William B. Gibbs, P.E., of Burlington in this leadership position. Other officers elected to serve 1974-75 are: 1st Vice-President, B. Cade Brooks, pharmacist from Fayetteville; 2nd Vice-President, John L. Thompson, Jr., DDS of Shelby; Secretary, Thomas G. Thurston, M.D. of Salisbury; and Treasurer, Bosworth Beekwith, architect from Raleigh. These officers will serve until March, 1975.

Mrs. John B. Chase, Representative from Wayne County, was the after-dinner program speaker. She was introduced by President William B. Gibbs. Mrs. Chase is Chairman of the House Health Committee and reported to the group of professional practitioners on current health legislation now pending before the 1974 General Assembly. She stated, "In my evaluation of the past two sessions, legislators are responding favorably to the health and medical needs of all citizens." She discussed the Rural Health Clinics as a means of bringing primary health care to rural and urban people who find it most difficult to obtain private care. The AHEC programs were described as a means for on site professional training. With state and federal funds pooled together, this proposes expansion of these training programs and to provide better distribution of health care personnel.

Incoming President, A. W. Smith, DVM of Farmville, presented President Gibbs with a diamond five-star lapel pin, the insignia for the North Carolina Association of Professions, and a past-president plaque in recognition of his services to NCAP during 1973-74. This marked the eleventh annual meeting of the association. Membership is comprised of six state professional groups: medicine, dentistry, pharmacy, veterinary medicine, architecture, and professional engineering—all working together to improve the quality and standards of professional education and to uphold ethical standards of professional practice in the interest of

the health, safety, and welfare of the public they serve.

During the afternoon board of directors meeting, members expressed opposition to several bills, now before the General Assembly, which were considered dangerous to the effective functioning of NCAP members' regulatory and licensing boards. Members voted to oppose those provisions of pending bills which would weaken the functions of their present boards in protecting the best interest of the public and the professions they represent.

DIRECTORS OF NCAP FROM NCPHA

1973-74

Charles M. Whitehead, R.Ph. P.O. Box 158, Ramseur 27316

William H. Wilson, R.Ph. 2000 Fairview Road, Raleigh 27608

George H. Edmonds, R.Ph. 6105, Summit Sta., Greensboro 27405

1974-75

B. Cade Brooks, R.Ph. 114 Gillespie Street, Fayetteville 28301

Kenneth Edwards, R.Ph. Stantonsburg Drug Co. Stantonsburg 27883

Maek Elmo McCorkle, R.Ph. 274 Graham Hopedale Rd., Burlington 27215

NCPHA CONVENTION DETAILS TO BE PUBLISHED IN MAY

Details of the 94th annual meeting of the North Carolina Pharmaceutical Association, which was held in Pinehurst on March 24-26, will appear in the May issue of The Carolina Journal of Pharmacy.

Despite adverse factors (gasoline shortage, high cost of the convention headquarters and a snow/ice storm on March 25), more pharmacists attended the 1974 convention as compared with 1973. Attendance of the two auxiliaries, while not record breakers, measured up to pre-meeting predictions.

RETIRED PHARMACIST AIMS TO PLAY GOLF

By Nita Hilliard
(Reprinted from the
Watauga Democrat, 2/21/74)

Back in 1947 when O. K. Richardson first went to work at Boone Drug Company, the store was advertising such remedies as:

Kleerex—"Pimples disappear overnight. Blackheads, too. No waiting."

Mentho-Mulsion—"Don't cough your head off."

Bismarex—"For acid and indigestion. Insist on genuine Bismarex and refuse other so-called antacid powders recommended to be 'just as good.'"

A lot of things have changed since then and Richardson has witnessed and been instrumental in many of the changes in the drug business and in Boone during the last 27 years.

But now Richardson has decided to retire. He wants to spend time fixing up his summer home and playing golf. But he says he will still be helping his brother Wayne out some at the drug store.

He and his brother Wayne became partners with G. K. Moose in the drug store in 1947. Wayne had been working there for a number of years and O. K. had received a great deal of experience in Sylva, Elkin, and Winston-Salem.

The two brothers from Sparta had long dreamed of being partners in the drug business. They both graduated from the University of Tennessee in Memphis with pharmaceutical degrees.

Since then they have watched their business and Boone grow. "There wasn't any business here then except in the block Boone Drug is in and the block Rivers Printing Company is in and a few others," he said.

Since then the downtown business district has expanded and shopping centers have been built in the area.

"The shopping centers have hurt business some, but they haven't hurt our downtown area as much as some towns."

He says that although he was active in promoting industry for the area that he really hated to see it change.



Although he has officially retired, the familiar face of Pharmacist O. K. Richardson will still be seen on occasion at Boone Drug Company as he helps out his brother, Wayne, as needed.

But he adds, "We can't stay in the way of progress. The only way to go is forward."

And Boone Drug Company has grown with the area. The Richardsons have expanded to the King Street Pharmacy and the Deerfield Pharmacy and have sold an interest in the company to Pharmacists Joe Miller, Jim Furman and Johnny Stacy.

Drugs have changed a lot through the years, too. And Richardson, mainly, attributes this to the Federal Drug Administration.

"Seventy-five percent of the drugs used today were not on our shelves 20 years ago," he says.

He feels that the Federal Drug Administration has brought many improvements to the industry. But adds that the improvements in the drugs have been reflected in higher costs.

"Some drugs are investigated for as long as five years and the companies must make back their investments."

A point of confusion in the drug industry, he says, is that there are many different name brands for the same medication and since doctors prescribe medication by brand names rather than generic names, the pharmacist must keep a large stock.

He also pointed out that often prices vary according to the brand names, but that druggists are not allowed to substitute products without the doctor's permission.

"But I've always believed in saving all I can for the patient and I have found most doctors to be reasonable."

TMA FOUNDATION

Recent contributors to the TMA Foundation include

Kendall Drug Company, Shelby, in memory of Mrs. W. P. Farthing, Charlotte

PHARMACIST SURVEYS HOSPITAL PATIENT REACTION

Members of the Bladen County Hospital Executive Board have initiated a series of

visitations with patients at the hospital in an effort to help determine both the needs of the institution and the desires of the people as they relate to the county-owned hospital.

Pharmacist Alfred Gene Smith, a member of the board from Elizabethtown, made a tour of the hospital recently and on the basis of his visit, has prepared a report for consideration by the board.

JACKSON PHARMACY COMPLETES REMODELING

Jackson Pharmacy, Hendersonville, has just completed an extensive remodeling of its facilities at 147 Fourth Avenue West.

The pharmacy was started by E. L. Feagin, Sr. in 1928. In 1948, E. L. Feagin, Jr. joined his father and in 1950, L. E. Feagin became associated with the pharmacy's staff.

In 1952, Jackson Pharmacy was expanded to take care of increased sales and later, in 1963, a second remodeling of the pharmacy took place in order to provide better service.

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PRESCRIPTION REFILLS

This response by Board of Pharmacy Secretary-Treasurer H. C. McAllister to a query by a pharmacist seeking information regarding prescription refills is shared with *Journal* readers for its comprehensive treatment of the subject—Editor.

The matter of authorizing the refilling of a prescription is a most difficult one to define in legal terms. This is because the laws relative to refills are somewhat indefinite. For example, the federal law (Food, Drug and Cosmetic Act) does not speak to the matter of refilling of prescriptions except in the so-called Durham-Humphrey Amendments. The Federal Food and Drug Administration has expressed the "opinion" that the designation "refill prn" is not a specific designation. This matter, however, has never been determined by the courts, and at this time the prohibition is simply an agency opinion.

The state law (Food, Drug and Cosmetic Act) is somewhat more specific in that it states, as outlined in the *Bulletin*, prescriptions may not be refilled except "on specific authorization of the prescriber."

The legends which appear on the two prescription blanks that you forwarded are doubtless holdovers from a system that was used at N. C. Memorial Hospital a number of years ago. The statement, "This prescription may be refilled as patient desires or as checked below," was used on the prescription blanks at Memorial Hospital for a number of years, and these filtered out throughout the whole state. Some four or five years ago, however, this statement was changed to, "This prescription may not be refilled unless so indicated below." This revision seems to be more consistent with the requirements of law. My personal feeling as a pharmacist is that the pharmacy shares a responsibility with the physician to see that the patient gets the appropriate quantity of drugs suitable to his particular condition, and that drugs in excess of this amount should not be dispensed. This type of med-

ication control involves more than "specific authorization" and "indication of number of refills."

With regard to your statement as to the number of times the prescription might be refilled being placed on the prescription label, my personal reaction to this is similar to your own. It should be observed, however, that some physicians desire that this information be placed on the label. Last fall I visited the Family Practice Unit at the Medical University of South Carolina. This is an experimental program in which the pharmacist participates with the physician and other health practitioners in the total management of patient care. At this facility they are using the designations on the label the number of times the prescription might be refilled. I asked about this, and the physician stated that it was at their request that this information was indicated so that the patient would continue the medication for the period desired before coming back to the clinic, but at the same time they wanted only a limited quantity of medication in the patient's hands at one time. I agree with you, however, that in the majority of instances where this information is placed on the label the objective is economic and not medication control.

As you may be aware, the Pharmaceutical Association presently has underway a project in connection with the State Medical Society to bring some order out of what is now a very confusing situation with regard to the refilling of prescriptions. A questionnaire is being sent to each practicing physician in this state requesting that he furnish information relative to procedures that are to be employed in his practice concerning the matter of refilling of prescriptions, telephoning of prescriptions, etc. When this project has been completed, copies of the questionnaire will be available from the Pharmaceutical Association for physicians in each area of the state. I suggest that you contact Mr. Smith about the progress of this project.

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TAR HEEL DIGEST

RALEIGH—Treasury Drug Center, a division of J. C. Penney Company, opened (March 4) in the new Falls Village Shopping Center. A feature of the Center is an electronic pill-counting machine.

WILMINGTON—Vince J. Lindenschmidt, pharmacist manager of Walgreen Drug Store, has been honored by Walgreen Company for 30 years service. He received a gold emblem marking his years of service.

LILLINGTON—The State Board of Elections has appointed William H. (Bill) Randall a member of the Harnett County Elections Board.

DURHAM—A Durham woman has filed a suit against Eckerd Drugs for \$100,000 as damages on claims that she suffered severe illness after following directions on a prescription label.

ELIZABETHTOWN—The Bladen County Heart Fund was the recipient of \$105 raised through the sale of coffee for two weeks at Smith Drug Store. Pharmacist Alfred Gene Smith arranged for the drug store to donate all coffee sales to the Heart Fund.

WILMINGTON—Mrs. Donna Gail Booth Neal has been appointed by Gov. James Holshouser to the Nutrition Advisory Committee of the N. C. Department of Human Resources. Mrs. Neal, a graduate of the UNC School of Pharmacy (1966), is director of pharmacy services for Babies Hospital.

WAYNESVILLE—Pharmacist Kermit Wells of Canton has been named to the new Haywood County Board of Elections. Wells, operator of Midway Pharmacy for the past 15 years, has been active in the Republican Party for many years.

BOONE—A loan closet has been set up as a joint project of the Health Department and Carolina Pharmacy to provide equipment on a loan basis to persons who have difficulty purchasing such items as wheelchairs and hospital beds.

BURLINGTON—Charles F. Delaney is pharmacist-manager of the Pharmaceutical Center now open at 1606 Memorial Drive, across from Memorial Hospital. Supplementary services features are patient medication records and home health care aids, including a rental system.

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PRESCRIPTION DRUG PRICING AND THE CONSUMER'S RIGHT TO KNOW

By Wib Gulley, Director

North Carolina Public Interest Research Group

It is good to be with you this afternoon. I would like first to express my appreciation to Mr. Paoloni, the School of Pharmacy, and to the N.C. Pharmaceutical Association for the opportunity to speak to you.

Let me tell you briefly about the organization for which I work—the North Carolina Public Interest Research Group. The group's membership and funding comes primarily from about 8,000 college students at four schools: Davidson College, Duke University, St. Andrews College, and Wake Forest University. Member students contribute \$3.00 a year to support NC PIRG. Their money goes to hire a staff to work with them on a full-time basis and to fund research and action on various projects. The organization is run by an elected students Board of Directors, and the scope of involvement includes consumer protection, environmental preservation, and corporate responsibility.

I have looked forward to talking with you because I think it necessary that consumers and pharmacists broaden the discussion of our mutual concerns. I have spent a great deal of time in the past year studying the matters of prescription drugs, pharmacies, and the pharmaceutical industry, as well as talking with a number of pharmacists about their profession. There are many unanswered questions which we should be discussing together: Should legal patents for new drugs extend for 17 years? What is the wisdom of using polypharmaceuticals as opposed to single-entity drugs? I hope, then, that my talk will be the beginning of an enlarged dialogue between pharmacists and the consumers of North Carolina.

The subject of my concern today is the lack of price availability for prescription drugs, price availability to the consumer-patient *before* purchase. Most folks believe that it makes little difference where they have a prescription for medication filled. NC PIRG went out to test this hypothesis in a series of surveys last year. We surveyed the prices of five drugs in April in the towns of Durham and Laurinburg, and in

the city of Winston-Salem last October we surveyed the prices of four prescription drugs. What we found were huge variations in price for identical prescriptions. One pharmacy in Durham charged \$6.00 for 40 tablets of 400,000 units of Potassium Penicillin G, while another drugstore in the same city charged only \$1.20 to fill the same prescription. We found that one pharmacy in Winston-Salem charged over three and one-half times what another pharmacy would for a prescription of Tetracycline (hydrochloride). The problem of wide price variations does not belong merely to the cities

While you may not agree with all the conclusions of the North Carolina Public Interest Research Group, it is important you inform yourself of PIRG activity and similar consumer-oriented organizations in North Carolina—Editor



A. E. P. Tablets	\$18.75 per 1000
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Pyridoxine HCl (B6) 25 mg. Tablets	\$1.20 per 100
Pyridoxine HCl (B6) 50 mg. Tablets	\$1.80 per 100
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in North Carolina, for we also found drugstores in Laurinburg charging three times what other drugstores in that town would require to fill a prescription for Pentids. The complete results of our surveys can be found in the appendices.

Further examples could be given, but one aspect of the problem is clear. Consumer-patients sometimes pay far too much to have their prescriptions filled because they do not know what the price will be ahead of time. It seems safe to say that no one with a prescription for Penicillin G would pay \$6.00 to have it filled if he knew that he could obtain the same medication elsewhere for \$1.20.

The question facing you and I at this point, however, is no longer whether the prices for prescription drugs will be made more freely available. Recent actions by the North Carolina Superior Court in Wake County have, I would argue, made this point moot. Two years ago, Reveo Drugs brought suit against the NC Board of Pharmacy for its regulation prohibiting price advertising. Last June the case was decided in their favor, and Superior Court Judge Donald Smith struck down all restrictions on advertising of drug prices. That decision is currently on appeal, but I think it is fair to say that Judge Smith's decision will in essence be upheld. I do not say this because I do or do not favor the ruling, but because the facts are that most of the court decisions from other states (advertising prohibitions have fallen in 12 states since 1962) have struck down advertising restrictions and because I think that the plaintiffs' (Reveo's) reasoning will also be sustained here. The advent of advertising means significantly increased price availability, as well as price competition, for prescription drugs, and as consumers we believe that this will be in the public interest.

It is useful, I think, to look at the arguments raised in support of an advertising prohibition and at the reasoning which the Superior Court accepted in ruling against the NC Board of Pharmacy. One of three principal contentions of some pharmacy boards is that the advertising of prescription drug prices increases their use. This argument ignores the fact that prescription

drugs may not be sold except upon the authorization of a physician or a dentist, and thus it is the doctor—not the patient—who controls the dispensing of prescription medications. In 1971, the Pennsylvania Supreme Court rejected this argument and noted:

We must therefore conclude that because of the highly regulated structure of the pharmaceutical profession, and the fact that the consumer cannot choose his purchases, it would appear most unlikely that advertising the prices of retail prescription drugs would or could have any impact on the demand or consumption of such drugs.

(441 Pa. 186, 272 A.2d 487, 1971)

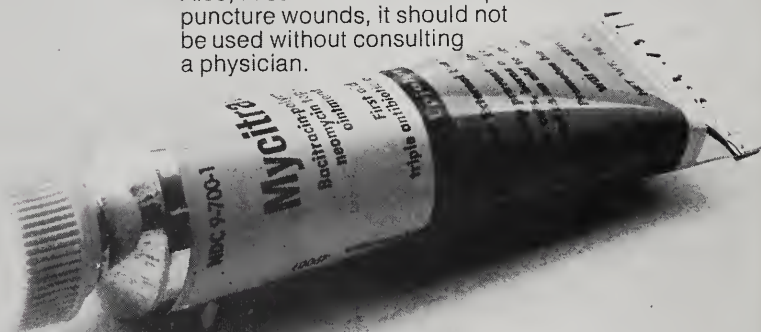
In some cases, pharmacy boards have argued that price advertising of prescription drugs is likely to endanger the public health and safety because it would encourage small retailers to buy unusually large quantities of drugs to obtain a lower price. As a result, they argue, the drugs will be on the pharmacists' shelf for an extended period of time during which they may deteriorate. Thus the public would eventually be sold adulterated drugs. Such reasoning does not take into account N.C. General Statute S90-69, in which the General Assembly outlawed the sale of adulterated drugs and made the pharmacists criminally responsible should they sell them.

The third objection often raised to price advertising is that the prohibition aids pharmacists in "monitoring" patients. The argument is that advertising will make it more likely that consumers will go from pharmacist to pharmacist seeking a cheaper price when they buy drugs. This argument is implausible on several grounds. The physician is likely to be the principal monitor of what drugs a patient will use. Second, there are no facts to indicate the extent, if any, to which pharmacists in North Carolina engage in monitoring. Third, consumers today are very mobile—as is the population as a whole—and they will continue to buy drugs from different pharmacies and to buy numerous non-prescription drugs which may be antagonistic. Finally, I would suggest to you that even with price advertising, consumer-

(Continued on page 15)

**When
a first aid
ointment
contains
3 antibiotics,
doesn't sting,
is well
tolerated,
helps prevent
infection,
promotes
healing and
gives you an
excellent return
on your money,
it's easy to
recommend.**

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patients will fill their prescriptions in the long run in the same way that they now buy food. Most people might shop around at first, but they will tend to pick one store for a variety of reasons including convenience, service and price and continue to shop there by habit. For this reason I believe that the opportunity to maintain patient profiles, an essential service for the modern pharmacy, will not be decreased by lawful price advertising.

The record of this case, *Reveo vs. the N.C. Board of Pharmacy*, shows that the Board of Pharmacy could give no "factual data to support the proposition that price advertising of prescription drugs leads to increased consumption of such drugs . . . interferes with the proper control or monitoring of prescription drugs . . . (or) leads to the sale of adulterated prescription drugs." (Supplemental Memorandum in Support of Plaintiffs' Motion for Summary Judgment). In his decision, Judge Smith took note of these facts and said, in sum, that:

The evidence before the Court shows, and the Court finds, that there is no factual data . . . indicating restrictions on the advertising of drug discounts or prescription drug price information has any real, rational or substantial relationship to the public health, order, safety, or the general welfare.

What is said in a fundamental way here is that the job of pharmacists has changed from the pre-World War I days when 90% of all prescriptions were compounded from bulk drugs by the pharmacist. The role of today's pharmacist is both that of a health professional and that of a retailer. By 1967, almost 95% of all prescriptions were prefabricated by the manufacturer (p. 54, *The Drug Makers and the Drug Distributors*, a background paper for the HEW Task Force on Prescription Drugs, 1968. The HEW study went on to say that "independent pharmacies (and) chain drugstores . . . combine the professional activities of the pharmacists with the merchandising activities of a small or large scale retailer."

If price advertising of prescription drugs is to be lawful practice in North Carolina as I have argued, should we leave the matter at that? I would say "no," and I think

it is here that we may find agreement. Advertising will increase price availability and foster price competition for prescription medications, and we favor its use in North Carolina. It is, however, an incomplete and potentially deceptive method for helping the public know what they will pay before they purchase.

We find two major weaknesses with the advertising of drug prices. One is that only a relatively few drugs will be advertised, in all likelihood. This means that a pharmacy could publish the prices of a few "loss leaders" to attract customers into their store and then make up an inflated margin by raising prices on all other drug products. A second weakness lies in the fact that advertising by its very nature discriminates against smaller economic units and favors the larger financial entities which have corresponding larger revenues for advertising.

It is for these reasons that NC PIRG has worked to promote a supplemental means of making price information for prescription drugs available to the public. A copy of a bill to be introduced this week in the North Carolina General Assembly outlines this supplemental method and can be found in the Appendices. In essence, it says two things. The first is that the prices of all prescription drugs shall be made available and shall be quoted by the pharmacy upon request. The second is that each pharmacy shall post and maintain a list of the one hundred most commonly prescribed drugs and their current selling price.

We feel that this bill, coupled with the advent of price advertising, will provide strong protection for the consumer in the purchase of prescription drugs. The addition of price posting and statutory availability is needed to insure that the price information reaching the public will be of a broad, uniform and consistent nature. Let me stress here that I believe that this bill is in your interests, too, because you also desire to avoid the potential deceptions and pitfalls of unrestricted price advertising.

There have been objections raised to price posting by some pharmacists, including your President, Mr. Moose. In his testimony to the N.C. Legislative Joint Health Committee last October, Mr. Moose cited several

(Continued on page 17)

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reasons for the price variations including different pricing methods (fee, mark-up, and mixed systems) and varying sources of supply.

The consumers reply to this is simple: it is not our business how a pharmacist chooses his supplier or by which method he prices his product, but none of these factors gives any reason why the consumer should not know what the price for his prescription will be before purchase. There remains no reason why a consumer-patient should not be able to shop comparatively.

Concerns other than price do play a large role in where a consumer chooses to fill a prescription. How convenient is the pharmacy's location? What services are offered? How helpful is the pharmacist? But the price of a prescription remains a major factor in this decision, and the consumer should be able to obtain the price as surely as he can obtain any of the other information.

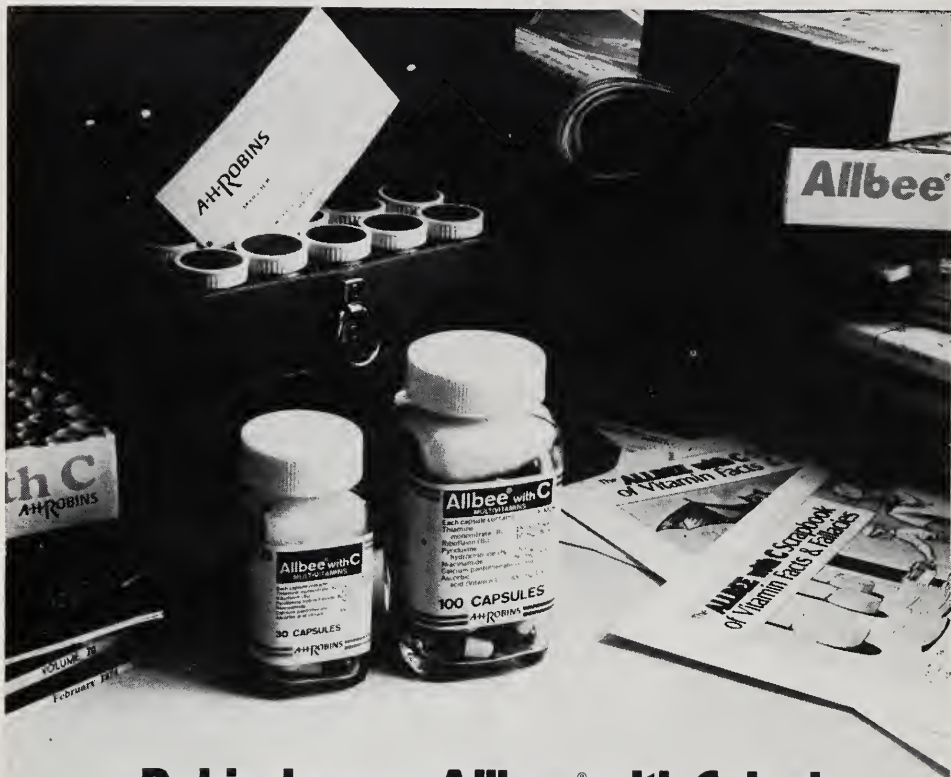
In many conversations with pharmacists, I have also been told that services play a role in determining the price that a pharmacist will charge. This is undoubtedly true, and we agree that the consumer-patient should know the services offered by a pharmacy when he chooses where to have a prescription filled. But this information is al-

ready freely available upon request—by phone or in person.

In addition, we have spelled out the authority of the Board of Pharmacy, which will administer the bill should it become law, to require the posting of additional information "including the listing of available services."

In conclusion, we find no reason why any consumer should not be able to readily obtain comparative price information before purchasing prescription drugs. The plain fact is that this is not the situation at present. Advertising will provide some remedy to this problem, but we believe that price advertising *must* be supplemented with the controlled, more uniform, broadened information from price posting. Pharmacists will benefit by these supplemental measures because they will mitigate the economic biases of open advertising. And I say to you that pharmacists will benefit more fundamentally because they will be seen by their community as professionals who are keeping the public's welfare in mind. They will see evidence of a constructive, forward-looking attitude that is not blinded and hampered by greed or out-dated styles of business. I ask you to work together with us in this spirit. Thank you. (Continued on page 21)





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No wonder Allbee with C remains the leading vitamin in its class in drug store sales. It's consistently promoted to the medical and dental professions by detailing, journal ads, sampling and direct mail. This year Allbee with C ads will appear in seventy medical and dental journals.

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**Put your facings
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UNC CONFERENCE

Members of the NCPHA Executive Committee and other interested pharmacists conferred (April 3) with N. Ferebee Taylor, Chancellor of UNC-Chapel Hill, and Dr. Cecil G. Sheps, Vice-Chancellor of Health Sciences, relative to matters of mutual interest.

The conference was initiated by a resolution adopted in Pinehurst on March 26 at the 94th annual meeting of the NCPHA.

The pharmacists present at the conference were impressed with the understanding and dedication of Chancellors Taylor and Sheps.

POISON PREVENTION WEEK

Poison Prevention Week was widely observed throughout North Carolina, March 17-23. All public information mediums were used—newspapers, radio and TV—plus exhibits, civic club appearances by pharmacists, distribution of literature, etc.

The NCPHA series of PP slide programs were in constant use. All requests for the national poster and supplementary aids were handled by the NCPHA.

Quoting from one bulletin: "Director of Pharmacy Services at Watts Hospital, Gerald Stahl conducted a tour for pre-schoolers who watched Stahl mix pink ear drops and show samples of various medications. He emphasized that medicines should always be administered by a parent or other adult."

ATTEND LEGISLATIVE CONFERENCE IN WASHINGTON

NCPHA President W. H. Wilson of Raleigh and NCPHA Immediate Past President W. Whitaker Moose of Mount Pleasant attended the March 27-28 Legislative Conference in Washington.

The Conference was sponsored by the National Association of Retail Druggists.

While in Washington, Pharmacists Wilson and Moose conferred with these North Carolina Congressmen: Walter B. Jones, L. H. Fountain, Richardson Preyer and Earl B. Ruth.

LEGISLATIVE REPORT

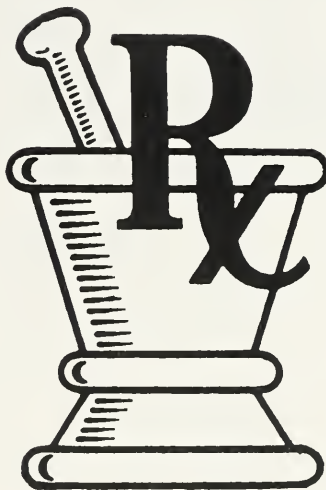
Rx Price Posting Bill given unfavorable report by the House Judiciary Committee #2. Of 19 committee members, 2 supported the bill. Board of Pharmacy Fee Bill passed House in late March and Senate in early April. Details in May Journal following adjournment of the Assembly.

BROWN APPOINTED DIRECTOR OF PROFESSIONAL SERVICES, PAID PRESCRIPTIONS

PAID Prescriptions, Inc. of Raleigh, North Carolina is pleased to announce the appointment of H. Shelton Brown, Jr. as Director of Professional Services effective April 1, 1974. Previously Mr. Brown was associated with W. A. West, Tart-West Druggists, Roseboro, North Carolina.

Mr. Brown is a 1970 Graduate of U.N.C. School of Pharmacy. His professional interests and experience have been in both community and institutional hospital pharmacy practice, and more recently in retail pharmacy. He has taught clinical pharmacy at U.N.C. and has taken graduate level courses in Pharmacology. He has been a frequent speaker at professional seminars and civic meetings.

Married to the former Velma Ferrell, they have two sons, Shelt and Ferrell.



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DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

EXTENDED PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Five Years

MAJOR MEDICAL EXPENSE PLAN

PLAN I: \$18,000 Maximum Benefit including \$30 Daily Room Limit
PLAN II: \$30,000 Maximum Benefit including \$50 Daily Room Limit
(Up to \$45,000 Maximum Benefit including \$75.00 Daily Room
Limit Available)

TERM LIFE PLAN

Up to \$20,000 For Members
Dependents Coverage Also Available

HOSPITAL INCOME PLAN

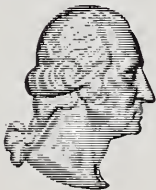
\$25.00 Per Day For Member
\$20.00 Per Day For Spouse
\$15.00 Per Day For Each Child
Payable From The First Day of Hospital Confinement
For Up to 15 Months

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APPENDIX A

PRESCRIPTION DRUG SURVEY RESULTS

Prices of both generic and brand-name prescriptions were compared store by store for each drug listed. We also surveyed the patient services offered by each pharmacy. Six questions were asked: Do you keep patient profiles? are you open nights? do you deliver? do you extend informal credit to your customers? is delivery free? do you offer other services? Services were rated as follows: 0-2 services = minimal, 3-4 services = some, 5-6 services = most. Dashes indicate information refused.

DURHAM, APRIL, 1973.

Store #	Type of store	Services provided	DRUG				
			1	2	3	4	5
1	chain	min	\$1.20L	\$5.84	\$1.28L	\$1.68L	\$4.60L
2	chain	min	1.86	5.84	1.28L	1.68L	4.60L
3	chain	min	—	—	—	—	—
4	chain	min	2.92	5.77	2.00	2.80	5.25
5	chain	min	2.47	5.47	—	—	—
6	chain	some	3.07	5.39	2.10	3.37	5.25
7	ind	most	4.00	7.00	4.00H	3.60	5.85
8	ind	—	—	—	—	—	—
9	ind	—	4.50	4.50L	—	—	—
10	ind	most	6.00	7.50H	—	—	—
11	ind	some	2.50	6.00	2.00	3.50	6.75H
12	ind	min	6.00H	6.00	4.00H	4.00H	6.00
13	ind	some	6.00H	6.00	—	—	—
14	chain	min	1.92	5.32	1.68	1.68L	4.60L
15	ind	most	—	—	—	—	—
16	chain	min	1.69	5.07	2.13	2.49	6.00
17	chain	min	1.88	5.07	1.59	2.49	4.77
High is 0.00 times Low*			5.00	1.67	3.13	2.38	1.47

1—TETRACYCLINE

2—ACHROMYCIN V (BRAND NAME)

3—POTASSIUM PENICILLIN G

4—PENTIDS (BRAND NAME)

5—ORTHONOVUM

* That is, the consumer paying the highest price for Tetraeycline (\$6.00) pays 5.00 times as much as the consumer paying the lowest price, (\$1.20)

LAURINBURG, APRIL, 1973.

Store #	Type of store	Services provided	DRUG				
			1	2	3	4	5
1	ind	some	\$2.50	\$5.50L	\$3.50	\$3.75	\$5.50H
2	ind	some	3.35	6.00	2.40	3.35	5.50H
3	ind	some	4.17H	6.70H	8.00H	10.00H	5.50H
4	ind	min	2.00L	6.10	1.45L	3.50	5.40
5	ind	some	3.25	6.00	3.25	3.25	5.25L
6	ind	min	—	—	—	—	—
High is 0.00 times Low			2.08	1.22	5.16	3.08	1.05

WINSTON-SALEM, OCTOBER, 1973.

Store #	Type of store	Services provided	DRUG			
			1	2	3	4
1	chain	some	\$2.79	\$3.79	\$8.49	\$1.96
2	chain	some	4.15H	4.25	12.00	2.85
3	chain	some	3.15	3.35	9.50	2.75
4	chain	min	2.50	4.65	13.53	2.83
5	chain	min	2.25	3.00	9.50	2.19
6	ind	most	3.05	4.00	11.50	2.85
7	ind	—	2.05	2.68	10.70	2.00
8	ind	some	2.89	—	7.79	1.89
9	chain	min	2.73	3.97	8.46	1.89
10	chain	min	1.65	1.72L	7.80	1.98
11	chain	min	1.60	1.80	7.80	1.98
12	chain	min	2.07	2.47	7.80	1.99
13	ind	some	3.95	3.95	11.45	2.83
14	ind	some	3.00	5.95H	10.00	3.00H
15	ind	most	—	3.50	9.50	2.00
16	ind	—	3.00	3.00	13.75H	2.00
17	chain	min	2.99	3.79	8.46	1.89
18	ind	some	1.75	3.00	12.00	2.80
19	chain	min	1.15L	2.09	9.08	2.00
20	chain	min	1.43	2.19	9.08	1.99
21	ind	some	1.99	3.49	8.44	1.99
22	chain	min	1.80	2.25	7.78L	1.87L
23	ind	some	2.25	2.50	10.50	2.83
24	ind	most	1.80	4.00	10.00	2.50
25	ind	most	2.20	2.90	11.10	1.89
High is 0.00 times Low			2.61	2.46	1.77	1.60

1—TETRACYCLINE

2—ACHROMYCIN V (BRAND NAME)

3—VALIUM

4—INSULIN V-80

U.S.P. DRUG PRODUCT PROBLEMS REPORT

Published by the U.S.P. Convention, Inc., 12601 Twinbrook Parkway, Rockville, Md. 20852
Edited by Joseph G. Valentino, J.D.

Listed below are case studies which have resulted from the Drug Product Defect Reporting Program.*

These new case studies are intended to help practitioners become aware of problems involved in producing and maintaining high quality in drug products, thereby assisting them in detecting defective products and helping them avoid subjecting drugs to deleterious conditions of storage and handling. No reflection on any particular manufacturer, distributor, pharmacist, or product is intended or should be inferred from the case studies.

CASE STUDIES**A. Casein in Milk Precipitates in Infant Vitamin Drops**

A report from a New Jersey pharmacy that a partial bottle of an infant vitamin drop preparation containing foreign material had been returned by a customer brought a possible explanation and suggestion for administering the drops from the company. The foreign materials, the company explained, were suspected to be casein, colored brown by some of the caramel in the drops. Casein might have been introduced into the drops as traces of milk from the dropper which was used to place the drops in the child's mouth while there was some milk in the mouth. The pH of the drops is low enough to cause the precipitation of casein when trace amounts of milk are added to drops. The company suggested however, that the drops may be mixed with the baby's formula by adding the drops to the milk. In this way the drops are quickly diluted by the large volume of milk and with the resulting increase of pH there is no precipitation of the casein.

B. Unit Dose Container Labels Redesigned

Reports of labeling inadequacies, especially of medications prepared in packets or unit dose packages seem to be more and more frequent and more frequent as the trends move toward single unit dispensing. Most reports reflect the need for units to be labeled completely when utilized in the hospital setting as they are often separated from the carton or box in which they come from the manufacturer, when they are sent to nursing stations or patient medication trays. Some examples follow:

1. Two products, one a powder, the other an effervescent tablet, were intentionally not labeled by the manufacturer so that the medication could be dispensed without revealing the name of the product to the patient. These products have had the packaging redesigned, after numerous reports indicated a preference for having the information on the unit.
2. A suspension packaged in unit dose form will now carry the words "Shake well before using" as suggested by a report from a West Virginia hospital pharmacist.
3. A hospital pharmacist from Alabama sent in a report which prompted one company to stamp the expiration date on the individual packets of its multiple vitamin.
4. Several pharmacists reported capsules prepared for inhalation were on the market with only the lot number and the name of the manufacturer on the individual foil pouches containing the capsule. This pouch has been redesigned to include the generic and trade names of the product as well as the strength.
5. Two different products were packaged in units containing two dosage units. However, only the strength of one dosage unit was on the label. Many pharmacists reported that this was confusing to pharmacy personnel and nursing staff. Both companies have now redesigned the unit packages to clearly indicate that the strength listed is per tablet or capsule instead of being mistaken for per package.

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Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its fifty-fourth volume, and the first printed copy was "Seeman Printed."



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FISHER-HARRISON CORP

WIVES UPSET OVER KENNEDY ALLEGATIONS

The wives of some pharmacists are upset over failure of their husbands to bring home all those reported "valuable gifts" being distributed by the pharmaceutical industry.

One wife reports that her husband did bring home an unsold box of Valentine candy—after Valentine Day. But so far as TV sets, record sets, etc., zero so far.

Senator Kennedy may not be aware of it but an offshoot of the Senate sub-committee hearing may be to increase the divorce rate, at least that is a possibility in North Carolina.

PUNCH WITH A PUNCH

Due to the numerous (one) requests for the original formula of Meeting House Punch, here is the concoction:

- 4 barrels of beer
- 24 gallons of West Indian Rum
- 35 gallons of New England Rum
- 25 lbs. Brown Sugar
- 25 lbs. Loaf Sugar
- 465 Lemons

The original formula was served to workmen who raised the steeple of the Old South Church, Boston. Since steeple raising is of limited occurrence, any significant event, such as a ramp eaters convention, will suffice for Meeting House Punch.

SANDOZ GRANT TO DR. LOEFFLER

CHAPEL HILL—Dr. Larry J. Loeffler, assistant professor of medicinal chemistry at the UNC School of Pharmacy in Chapel Hill, has received a \$27,820 research grant from Sandoz Pharmaceuticals of Hanover, N. J.

The grant will support research in the development of methods potentially useful for measuring very small quantities of ergot alkaloids which are found in biological fluids such as plasma or urine. These compounds are part of drugs used in the treatment of ailments like migraine headache and excessive bleeding.

DOBRENSKI TO HEAD SK&F'S PHARMACY MARKETING

Joseph Dobrenski, Jr., R.Ph., has been appointed Manager, Pharmacy Marketing, U.S. Pharmaceutical Products, Smith Kline & French Laboratories, it was announced today.

In his new position, Mr. Dobrenski will assume responsibility for SK&F marketing activities to community pharmacists.

Mr. Dobrenski joined SK&F in 1971 as Senior Product Manager for the 'SK-Line' of high-quality, widely used ethical drug products. He was formerly employed at the Ciba Pharmaceutical Company in various product marketing positions. For several years prior to that he was a principal with Modern Apothecaries, Inc., operating pharmacies in Bloomfield and South Orange, New Jersey.

Mr. Dobrenski is a graduate of Rutgers University, College of Pharmacy and has attended New York University, Graduate School of Business.

He is a member of the New Jersey Pharmaceutical Association, the American Pharmaceutical Association and the American Marketing Association. He has served as a Fellow with the American College of Apothecaries.

Mr. Dobrenski and his wife Faith, currently reside in Cherry Hill, New Jersey with their three children, where he is still active in community pharmacy.

ABBOTT SELECTS WOLINSKI AS SALES TRAINER

R. J. Wolinski, Raleigh, North Carolina, Abbott Professional Representative has

been selected to become a Regional Sales Trainer for Abbott Laboratories in the Southeastern Region. It is the responsibility of the Trainer, in addition to his regular responsibilities, to work with a newly hired representative during the first week of employment. During this period the Trainer imparts considerable product knowledge and stresses the basic fundamentals that are necessary to enable a new representative to become an effective Abbott Medical Representative.

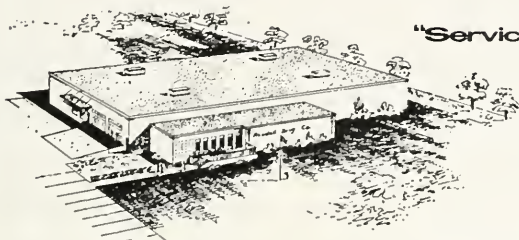
R. J. Wolinski was picked by his management for this important assignment as a result of his proven ability and excellent work record.

DR. PIANTADOSI HEW GRANT RECIPIENT

Dr. Claude Piantadosi, Head and Professor, Division of Medicinal Chemistry and Pharmacognosy, UNC School of Pharmacy is the recipient of a research grant from the Department of Health, Education and Welfare in the amount of \$44,205. The project title is "Synthesis and Study of Hypolipidemic Agents."

Research will involve synthesis and study of hypolipidemic agents as specific inhibitors of a select group of enzymes important in lipid metabolism. It is further believed that such specific inhibitors would also be of great value in studying other physiological processes relative to arteriosclerosis.

Collaborating with Dr. Piantadosi in this research are Dr. Robert G. Lamb, Department of Pharmacology and Dr. Iris Hall, Dr. K. S. Ishaq and Dr. G. L. Carlson from Division of Medicinal Chemistry, School of Pharmacy.



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SHELBY, N.C.

**STATE OF NORTH CAROLINA
DEPARTMENT OF HUMAN RESOURCES
DIVISION OF MENTAL HEALTH SERVICES**

RALEIGH, N. C. 27611

March 20, 1974

Dear Fellow Pharmacists:

May is "Mental Health Month" in North Carolina. The Division of Mental Health would like the citizens of this State to learn what services are available at the local level.

To accomplish this objective, the mental health center in your area will be planning activities to foster this enlightenment.

As you well know, medication plays an important role in the successful aftercare management of our patients. More important, though, are the pharmaceutical services provided with those drugs.

I would like to have your help. Only with your assistance can the quality of pharmaceutical services be improved for our outpatient mentally ill.

Below is a list of the area mental health center programs in the State. If your county has a pharmaceutical association, contact the mental health center as a group. Offer your services—they will welcome your support. Even if you do not have a pharmacy organization in your county, contact the mental health center as an individual.

Here are just a few things you can do for the mental health center:

1. Refer patients
2. Monitor drug therapy compliance
3. Participate in drug abuse education programs
4. Counsel patients on the correct use of and the importance of their medications

Pharmacists in Union, Montgomery, Moore, Hoke, Richmond, Lenoir, Cherokee, Macon and several other counties have worked with their mental health centers to provide better pharmaceutical follow-up care for their patients. Why don't you join with them?

During the next several months, I will be describing in the Journal, county pharmaceutical programs developed for mental health. If you have an interest in this for your county, please contact me at (919) 829-4506.

Sincerely,

/s/ Robert J. Allen, M.S.

Chief, Pharmacy Services

NORTH CAROLINA COMMUNITY MENTAL HEALTH PROGRAMS

REGION I

AREA 1

*Jackson, Haywood, Macon, Cherokee, Clay,
Graham, Swain*

Smoky Mountain Mental Health Center
P.O. Box 91
Marble, North Carolina 28905

Ben D. Monroe, Ph.D.
Area Director
(704) 837-5680

Smoky Mountain Mental Health Center
P. O. Box 2784
Cullowhee, North Carolina 28723

(704) 293-9281

Smoky Mountain Mental Health Center
P. O. Box 278
Hazelwood, North Carolina 28738

(704) 456-7891

AREA 2

Buncombe, Madison, Mitchell, Yancey

Blue Ridge Community Mental Health Center 356 Biltmore Avenue Asheville, North Carolina 28801	Lawrence D. Burwell Area Director (704) 254-2331
Blue Ridge Mental Health Center Yancey County Health Department Burnsville, North Carolina 28714	(704) 682-2127
Blue Ridge Mental Health Center Mitchell County Health Department Bakersville, North Carolina 28705	(704) 688-2371
Blue Ridge Mental Health Center Madison County Health Department Route 5, Box 231 Marshall, North Carolina 28753	(704) 649-3531

AREA 3

Watauga, Ashe, Alleghany, Wilkes, Avery

New River Mental Health Center 210 West King Street Boone, North Carolina 28607	Brooke R. Johnson, Ph.D. Area Director (704) 264-9007
New River Mental Health Center 101-A West Main Street Wilkesboro, North Carolina 28697	(919) 838-3551 667-6046 838-4391
New River Mental Health Clinic Alleghany County Health Department Sparta, North Carolina 28675	(919) 372-4095
New River Mental Health Clinic c/o Nurse Residence Jefferson, North Carolina 28640	(919) 246-4542
New River Mental Health Clinic Avery County Health Department Newland, North Carolina 28657	(704) 733-4971

AREA 4

Transylvania, Henderson

Transylvania Mental Health Center P. O. Box 666 Brevard, North Carolina 28712	Gordon Kendall Director (704) 883-3955
Henderson County Mental Health Clinic 629 Justice Street Hendersonville, North Carolina 28739	Almon Kerr Director (704) 692-9135

AREA 5*Caldwell, Burke, Alexander, McDowell*

Foothills Mental Health Center
208 Kirkwood Avenue, P. O. Box 967
Lenoir, North Carolina 28645

Pete Reichle
Area Director
(704) 754-4552

Foothills Mental Health Center
300 S. Sterling Street
Morganton, North Carolina 28655

(704) 437-6841

Foothills Mental Health Center
P. O. Box 995
Taylorsville, North Carolina 28681

(704) 632-9759

Foothills Mental Health Center
P. O. Box 699
Marion, North Carolina 28752

(704) 652-5444

AREA 6*Rutherford, Polk*

Rutherford County Mental Health Center
306 South Ridgecrest Avenue
Rutherfordton, North Carolina 28139

Aileen Hamrick
Director
(704) 286-9141

Polk County Mental Health Center
P. O. Box 1158
Tryon, North Carolina 28782

Norman Boyer, M.D.
Director
(704) 859-6661

AREA 7*Cleveland*

Cleveland County Mental Health Center
808 N. Washington Street
Shelby, North Carolina 28150

E. J. Rankin
Area Director
(704) 482-3801

AREA 8*Gaston, Lincoln*

Gaston County Mental Health Center
P. O. Box 3897
Gastonia, North Carolina 28052

William F. Baxter, Jr.
Area Director
(704) 867-4411

Lincoln County Mental Health Center
P. O. Box 657
Lincolnton, North Carolina 28601

(704) 735-1496

AREA 9*Catawba*

Family Mental Health Services
346 Third Avenue, N. W.
Hickory, North Carolina 28601

Martin Amacher, ACSW
Area Director
(704) 328-5361

AREA 10*Mecklenburg*

Mecklenburg County Mental Health Center
501 Billingsley Road
Charlotte, North Carolina 28211

William O'Connor
Area Director
(704) 374-2023

Mecklenburg Center for Human Development
3520 Ellington Street
Charlotte, North Carolina 28211

Joseph V. Baldwin, M.D.
Director
(704) 374-2603

AREA 11*Rowan, Iredell, Davie*

Tri-County Mental Health Center
113 Confederate Avenue
Salisbury, North Carolina 28144

Larry Parrish
Administrator
(704) 633-3616

Tri-County Mental Health Center
120 Court Street
Statesville, North Carolina 28677

(704) 872-8916

Tri-County Mental Health Center
805 Hospital Street
Mocksville, North Carolina 27028

(704) 634-3205

REGION II**AREA 1***Surry, Yadkin*

Surry County Mental Health Center
Rockford Street
Mt. Airy, North Carolina 27030

Jimmy Shaw
Director
(919) 786-6744

Yadkin County Mental Health Center
Professional Building
Yadkinville, North Carolina 27055

Mrs. Maria Wolfe
Director
(919) 679-8265 or 679-2710

AREA 2*Forsyth, Stokes*

Forsyth County Department of Mental Health
704 Government Center
Winston-Salem, North Carolina 27101

Richard Spencer, M.D.
Area Director
(919) 727-2421

Forsyth County Adult Mental Health Clinic
740 Cleveland Avenue, N. E.
Winston-Salem, North Carolina 27102

(919) 727-2024

Child Guidance Clinic of Forsyth County, Inc.
1200 Glade Street
Winston-Salem, North Carolina 27104

Paul Bragg, M.A.
Administrator
(919) 723-3571

Alcoholism Program of Forsyth County
740 Cleveland Avenue, N. E.
Winston-Salem, North Carolina 27101

John Canupp, ACSW
Administrator
(919) 727-2866

Stokes County Mental Health Clinic
 Stokes County Health Department
 Danbury, North Carolina 27016

Mrs. W. F. Davis, R.N.
Administrator
 (919) 591-7437 or 591-8161

AREA 3*Rockingham*

Rockingham County Mental Health Center
 P. O. Box 55
 Wentworth, North Carolina 27375

Billy Witherspoon, MPH
 Administrator
 (919) 349-7021

AREA 4*Guilford*

Guilford County Mental Health Center
 300 Edgeworth Street
 Greensboro, North Carolina 27401

Donald Fontana
 Administrator
 (919) 373-3630

Guilford County Mental Health Center
 404 N. Wrenn Street
 High Point, North Carolina 27260

(919) 888-9929

The Henry Wiseman Kendall Center
 4015 W. Wendover Avenue
 Greensboro, North Carolina 27407

Daylon T. Greene, ACSW
 Administrator
 (919) 294-4860

AREA 5*Alamance, Caswell*

Alamance County Mental Health Center
 1946 Martin Street
 Burlington, North Carolina 27215

John Moon, Bus. Off.
 Area Director
 (919) 228-1727

Caswell County Mental Health Clinic
 Caswell County Health Department
 Yanceyville, North Carolina

(919) 694-4333

AREA 6*Orange, Person, Chatham*

Orange County Mental Health Center
 310 West Franklin Street
 Chapel Hill, North Carolina 27514

Pat Walton
 929-0489
 Silas Coley, M.D.
 Area Director
 (919) 929-4723

Person County Mental Health Center
 214 Chublake Street
 Roxboro, North Carolina 27573

(919) 599-8247

Hillsborough Psychology Clinic
 125 East King Street
 Hillsborough, North Carolina 27278

(919) 732-2164

Chatham County Mental Health Clinic
 Chatham County District Health Department
 Route 1
 Pittsboro, North Carolina 27312

(919) 542-2924

AREA 7

Durham

Durham County Mental Health Center
300 East Main Street
Durham, North Carolina 27701

Doug Suddeth
John G. Giragos, M.D.
Director
(919) 688-4366

Durham Child Guidance Clinic
Trent and Elba Streets
Durham, North Carolina 27705

William Anderson, M.D.
Director
(919) 286-4456

AREA 8

Vance, Warren, Franklin, Granville

Scott-Parker Mental Health Clinic
940 County Home Road
Henderson, North Carolina 27536

William Taylor, M.D.
Area Director
(919) 492-4011

Family Counseling and Education Center
Route 1, Box IX, West River Road
Louisburg, North Carolina 27549

(919) 496-4111

Jerry Hedrick Mental Health Clinic
College St. Extension
Oxford, North Carolina 27565

(919) 693-2611

REGION III

AREA 1

Cabarrus, Union

Cabarrus County Mental Health Clinic
102 Church Street, N. E.
Concord, North Carolina 28025

Robert Wayne Harrelson, ACSW
Director
(704) 786-5146

Union County Mental Health Clinic
Union County Health Department
P. O. Box 23
Monroe, North Carolina 28110

Tom Dauck
Coordinator
(704) 289-2369

AREA 2

Davidson

Davidson County Mental Health Center
23 W. Third Street, P. O. Box 503
Lexington, North Carolina 27292

John W. Varner, M.D.
Director
(704) 246-5395

AREA 3

Moore, Hoke, Richmond, Montgomery

Sandhills Mental Health Center
Medical Center Building
Pinehurst, North Carolina 28374

Eileen Hanson
Donald R. Shulte, M.D.
Area Director
(919) 295-6853

AREA 4

Robeson, Bladen, Scotland, Columbus

Southeastern Mental Health Center
209 West 28th Street
Lumberton, North Carolina 28358

John McKee
A. Eugene Douglas, M.D.
Area Director
(919) 738-5261

Columbus County Mental Health Center
County Hall, Box 267
Whiteville, North Carolina 28472

(919) 642-2363

Scotland County Mental Health Center
1304 Biggs Street
Laurinburg, North Carolina 28352

(919) 276-7360

Bladen County Mental Health Clinic
P. O. Box 1176
Elizabethtown, North Carolina 28337

(919) 862-2195

AREA 5

Cumberland, Sampson

Cumberland-Sampson Mental Health Center
1406 Owen Drive
Fayetteville, North Carolina 28302

Billy K. Graham, ACSW
Director
(919) 323-0601

AREA 6

Lee, Harnett

Harnett County Mental Health Center
P. O. Box 457
Buies Creek, North Carolina 27506

Ralph McCoig, ACSW
Area Director
(919) 893-5727

Lee-Harnett Mental Health Center
P. O. Box Q-103 Carabonton Road
Sanford, North Carolina 27330

(919) 775-4129

AREA 7

Johnston

Johnston County Mental Health Center
P. O. Box 411
Smithfield, North Carolina 27577

Fred Wright
Administrator
(919) 934-4185

AREA 8

Wake

Area Mental Health Program for Wake County
Room 226, Wake County Courthouse
Raleigh, North Carolina 27602

James W. Kirkpatrick
Area Director
(919) 755-6238

W. H. Trentman Mental Health Center
3008 New Bern Avenue
Raleigh, North Carolina 27610

Nicholas Padiaditakis, M.D.
Clinical Director
(919) 834-6484

AREA 9*Stanly, Anson*

Yadkin-Pee Dee Mental Health Center
 Stanly Unit, P. O. Box 1396
 Albemarle, North Carolina 28001

Ervin Funderburk, Jr., ACSW
 Area Director
 (704) 694-5916

Yadkin-Pee Dee Mental Health Center
 Anson Unit, Drawer 431
 Wadesboro, North Carolina 28170

(704) 694-4070

AREA 10*Randolph*

Randolph County Mental Health Center
 147 McArthur Street
 Asheboro, North Carolina 27203

Ann H. Suggs, M.D.
 Director
 (919) 629-9188

REGION IV**AREA 1***New Hanover, Brunswick, Pender*

Southeastern Mental Health Center
 718 South Fifth Street
 Wilmington, North Carolina 28402

John Wilson
 Administrative Director
 (919) 763-7342

AREA 2*Onslow*

Onslow County Mental Health Center
 225 Wilmington Hwy., P. O. Box 547
 Jacksonville, North Carolina 28540

Donald Dawson
 Area Director
 (919) 347-5118

AREA 3*Wayne*

Wayne County Mental Health Center
 715 East Ashe Street, P. O. Box 1360
 Goldsboro, North Carolina 27530

Liston G. Edwards
 Area Director
 (919) 735-4331

AREA 4*Wilson, Greene*

Wilson-Greene Mental Health Center
 1709 S. Tarboro Street
 Wilson, North Carolina 27893

Kivette H. Bowman, M.D.
 Director
 (919) 291-8021

AREA 5*Edgecombe, Nash*

Edgecombe-Nash Mental Health Center
 P. O. Box 4047
 Rocky Mount, North Carolina 27801

Billy W. Royal, M.D.
 Director
 (919) 446-0461

AREA 6*Halifax*

Halifax County Mental Health Center
P. O. Box 577
Roanoke Rapids, North Carolina 27870

Soong H. Lee, M.D.
Director
(919) 537-6174

AREA 7*Craven, Jones, Pamlico, Carteret*

Neuse Clinic
2000 Neuse Blvd., P. O. Box 2535
New Bern, North Carolina 28560

Doug Sudduth
Director
(919) 638-4171

AREA 8*Lenoir*

Lenoir County Mental Health Center
111 South McLewean Street
Kinston, North Carolina 28501

Arthur Stevenson, Ph.D.
Director
(919) 527-7086

AREA 9*Pitt*

Coastal Plain Mental Health Center
1827 West Sixth Street
Greenville, North Carolina 27834

Miriam Pleasant
Joseph Frankford, ACSW
Administrative Director
(919) 752-7151

AREA 10*Hertford, Bertie, Gates, Northampton*

Roanoke-Chowan Mental Health Service
316 South Academy Street
Ahoskie, North Carolina 27910

Ruth Straka
John H. Stanley, M.D.
Director
(919) 332-4137

AREA 11*Beaufort, Washington, Tyrrell, Hyde, Martin*

Tideland Mental Health Center
106 Highland Drive
Washington, North Carolina 27889

John Fuller
Michael Bailey, M.A.
Acting Director
(919) 946-8061

AREA 12*Pasquotank, Chowan, Perquimans, Camden, Dare, Currituck*

Albemarle Mental Health Center
Medical Building, 113 N. Elliott Street
Elizabeth City, North Carolina 27909

Charles R. Franklin, Jr., MSW
Area Director
(919) 335-0803

AREA 13*Duplin*

Duplin County Mental Health Center
P. O. Box 499
Kenansville, North Carolina 28349

E. J. Raman, Ph.D.
Director
(919) 296-4541

DOINGS

OF THE AUXILIARIES

- Charlotte—Mrs. T. K. Steele
- Greensboro—Mrs. Wyndham Dukes
- Raleigh—Mrs. Henry K. R. Williams
- Rowan-Davie—Mrs. J. Michael Fuller
- WNC Drug Club Auxiliary—Mrs. Sandra Crouch

CHARLOTTE

Southpark Auditorium was a hub of activity Tuesday, February 26th, as five hundred guests gathered to play bridge or canasta at the 10 AM or 8 PM Benefit Parties given by the Charlotte Woman's Auxiliary of the North Carolina Pharmaceutical Association. Proceeds from the parties go for a scholarship to The School of Pharmacy at Chapel Hill and for a scholarship at UNCC.

Mrs. Robert Lewis, president, recognized the following committees:

- Chairman—Mrs. Gordon Vail
- Co-chairman—Mrs. Newton Etheredge, Jr.
- Setting up tables—Mrs. Bruce Medlin
- Bagging and Collecting Prizes—Mrs. Foster Thomas
- Door Prizes—Mrs. W. K. Gardner
- Chance Prizes—Mrs. Thomas H. Williams
- High and Low Score Prizes—Mrs. W. D. Smith, Mrs. Don Weathers
- Sale of Tickets—Mrs. Jesse Oxendine
- Refreshments—Mrs. T. K. Steele
- Thank-You Notes—Mrs. C. H. Smith

Ivey's Department Store presented a delightful fashion show at both parties, showing styles and colors for spring and summer.

The success of the Benefit Parties is due in part to the cooperation of the Wholesale and Retail Drug Houses. We would like to express our appreciation to the many firms for their donations. The Flower Basket at Southpark did much to enhance the beauty of the surroundings.

GREENSBORO

The February meeting of the Greensboro Drug Club Auxiliary was held at the Greensboro Country Club, with the president, Mrs. David Montgomery, presiding. The Invocation was given by Mrs. Dale Bracker, in the absence of Mrs. Briggs Cook, Chaplain.

Following officer and committee reports, Mrs. Jack Upton, Program Chairman, announced that the March speaker will be Dr. Martha Sharpless, who will discuss Poison Prevention and Control.

Mrs. Bracker, Ways and Means Committee Chairman, discussed the Old and New Sale

ROWAN-DAVIE

Dr. Malcolm Parada, a physician with the Salisbury Clinic for Women, presented a film on self-detection of breast cancer in women at the March 20 meeting of the Rowan-Davie Drug Auxiliary.

The meeting, held in the home of Mrs. Robert Milton, Salisbury, included a discussion of the forthcoming NCPHA Convention in Pinehurst. Terrariums to be used as centerpieces at the convention were on display.

Mrs. Stephen Fuller presided at the business meeting. Mrs. Mark Smith was a guest at the meeting.

PRODUCTIVE RELATIONSHIP

Mrs. James R. Hickman, President Woman's Auxiliary of the NCPHA
1420 Paisley Avenue
Fayetteville, North Carolina 28304
Dear Mrs. Hickman:

Thank you for your letter of February 11, 1974 describing the involvement of your dedicated members in the area of Mental Health Services. I can say without reservation that the quality of life for those you have touched has greatly improved. Human kindness such as yours cannot be bought, cannot be legislated; for this kindness, we are deeply grateful.

Your husbands, the Pharmacists of North Carolina, who are a vital resource to the effective after care management of our patients, should be very proud of you. I am sure the Division of Mental Health Services can rely on you and your husbands for a continued productive relationship.

Sincerely,

N. P. Zarzar, M.D.

Director

Division of Mental Health Services
Department of Human Resources
State of North Carolina

BIRTHS

Mr. and Mrs. R. N. Sykes of Wilson announce the birth of a daughter, Mary Margaret, on March 8. Mr. Sykes is pharmacist manager of Nichols Pharmacy, Wilson.

Dr. and Mrs. Arthur Fitchett of Durham announce the birth of a boy, Christopher William, on February 15. Mrs. Fitchett, the former Judy Benson, is a 1972 graduate of the UNC School of Pharmacy, Dr. Fitchett received his Ph.D. from UNC in 1973.

Mr. and Mrs. William Nathan Thrower, Jr. of Gastonia announce the birth of a son, John William, on February 25 at Presbyterian Hospital, Charlotte. Bill is a 1968 graduate of the UNC School of Pharmacy and is now owner-manager of College Park Pharmacy, Belmont.

DEATHS**W. L. Lamar**

W. L. Lamar, 83, died in Walterboro, South Carolina on February 26.

Mr. Lamar operated a drug store in Albe-marle from 1930 to 1950 at which time he moved to Denton to become associated with the Denton Drug Store. He retired in 1971.

He was a graduate of Auburn University, Class of 1911. Surviving are four sons.

William P. Taylor

William Pleasant Taylor, age 88, Roanoke Rapids pharmacist, died March 29.

For more than fifty years Mr. Taylor operated the Roanoke Pharmacy of Roanoke Rapids.

Prior to his retirement, he served as a founder and president of the Roanoke Rapids Rotary Club, president of the Merchants Bureau and at one time was a member of the Roanoke Rapids City Council.

WNC AUXILIARY

At a luncheon meeting of the Western North Carolina Drug Club Auxiliary in Asheville on March 19, plans were made for a book and bake sale to be held in April.

The next meeting of the Auxiliary was scheduled for April 16.

RALEIGH

The Raleigh Woman's Pharmaceutical Auxiliary held a "Sweetheart Supper" on February 7, honoring husbands with a covered dish supper. Fifteen couples attended the dinner at the home of Mr. and Mrs. R. I. Cromley, Jr.

A brief business meeting was followed by a slide presentation of the improvements at Shelley School, a program for pre-school mentally retarded children.

The Auxiliary is planning a bridge benefit on April 4th with Mrs. Hollis Arley as chairman and Mrs. Joseph Rowe assisting. Mrs. W. J. Rhodes and Mrs. Robert Seaborn are collecting prizes for this special project. Mrs. Roger Crane, Mrs. Jerry Johnson, and Mrs. Daryl Estes are making arrangements for bridge cards which will be used as high prizes.

A special note of thanks is due Mrs. L. E. Coats, who directed the drapery project at the Halfway House in Raleigh, and Revco Drugs, who donated 200 pairs of hosiery to the Women's House.

WANTED TO BUY—Soda Fountain, bobtail or otherwise. Call the NCPHA (919-967-2237) for my name and telephone number.


POSITION OPEN for experienced wholesale drug salesman to represent leading North Carolina firm. Established territory with Raleigh base. Commission guarantee plus expense allowance. Must be familiar with market area and know wholesale drug business. Phone 704-332-5977 to arrange interview in Raleigh.

WANTS NEW CHALLENGE—An aggressive pharmacist experienced in discount operation of Pharmacy desires an ownership or new management position. If you have a challenging position available, reply to classified ad: CHALLENGE.

WANTED: Prescription Balance. Call or write Larry Blanton, Rite-Aid Discount Pharmacy, 2317 Randleman Road, Greensboro.

REMEMBER:



The availability of a store planning
and modernization service in this area
through your  representative.



CONSULTATION Our design consultant will work with you from rough idea through finished plan. He'll carefully analyze every facet of your operational needs and potential, and recommend practical solutions.



DETAILED PLANNING For a single department or a complete new store, our design consultant will prepare detailed plans assuring you the most effective arrangement, the best traffic patterns, the most sales stimulating Columbus fixtures, displays and decor.



INSTALLATION He'll then supervise the installation of your new Columbus fixtures, work with all trades involved to see that your new selling environment is complete and workable in every detail ... in the shortest possible time.



FOLLOW THROUGH And he'll help you through the "break-in" stage, seeing to it that your new fixtures serve you and your customers as designed.

IN COOPERATION WITH THE COLUMBUS SHOW CASE COMPANY

we are offering area druggists the finest, and most extensive lines of store merchandising display fixtures, plus complete store planning and modernization service available anywhere. As one of America's oldest, most experienced manufacturers of store equipment, Columbus has everything you need to up-date your store and make it more profitable. Just ask your O.M.B. representative for details.

Owens, Minor & Bodeker, Inc. 

Richmond, Va. Norfolk, Va. Wilson, N.C.

Congratulations

to the 1974 graduates of the
University of North Carolina
School of Pharmacy.

GOOD LUCK AND BEST WISHES
FOR A SUCCESSFUL CAREER
IN THE PHARMACEUTICAL
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IGN 

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BELLAMY DRUG COMPANY
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Telephone: 919-763-3341

W. H. KING DRUG COMPANY
P. O. Box 231 - Raleigh, North Carolina
Telephone: 919-834-3681

O'HANLON-WATSON DRUG COMPANY
P. O. Box 614 - Winston-Salem, North Carolina
Telephone: 919-765-3252

"Helping you maintain your professional status"



COMPLETES SUCCESSFUL YEAR—Mrs. James R. Hickmon of Fayetteville (right), President of the Woman's Auxiliary of the North Carolina Pharmaceutical Association, 1973-'74, ends a most productive year by presenting the traditional presidential symbol to her successor, Mrs. J. Weaver Kirkpatrick of Waynesville.

During her term of office, Mrs. Hickmon logged more than 4000 miles of travel in connection with Auxiliary programs and projects. The Auxiliary, with more than 400 members, is one of the largest organizations of its type to be affiliated with a state pharmaceutical association.



Your pharmacy
is 5 steps ahead
with Darvon®
propoxyphene hydrochloride

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Each Pulvule® contains 65 mg. propoxyphene hydrochloride, 227 mg. aspirin, 162 mg. phenacetin, and 32.4 mg. caffeine.

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propoxyphene hydrochloride

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Indianapolis,
Indiana 46206

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Congratulations!

TO THE 1974 SCHOOL OF
PHARMACY GRADUATING CLASS

Our Best Wishes for Success and
Happiness in the Years Ahead!



JUSTICE DRUG COMPANY

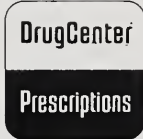
Greensboro, N. C.

In our 77th Year of Service to the North Carolina Retail Druggists

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REASONS WHY
 500
RETAIL PHARMACIES BUY
 500
MANUFACTURER'S PRODUCTS
FROM ONE SOURCE



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 Retailing Services**



Location
 Burroughs-Wellcome
 Sandoz

**Market Knowledge
 Merchandising Programs**

LILLY



Robins
 Geigy

Smith Kline & French
 Endo

**Store Layout
 Retailing Management**



Searle
 Roche

Financing
 Mead Johnson
 Stuart

**Advertising Program
 Money Saving Special Buys**

Merchandise
 Lines

WITH

Service
 Quality

"Our Gift Gallery"

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 Mem
 Regency
 Yardley
 Tuvara
 Love
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 Waltham
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Max Factor
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 British Sterling
 Prince Matchabelli
 Helena Rubenstein
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The Carolina JOURNAL OF PHARMACY

May, 1974

Vol. LIV

No. 5

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SUES DOCTOR AND ALCON FOR \$300,000

A Virginia man is suing Dr. Eugene V. Grace of Durham and Alcon Laboratories of Texas for \$300,000 damages for loss of sight in his left eye.

Charles E. Weaver alleges that Dr. Grace diagnosed he had a glaucoma condition and prescribed the use of a drug manufactured by Alcon.

The Virginia man further alleges that the drug firm had not warned doctors that the drug could cause eye damage, including retinal detachment, and that it was sold by the firm without adequate instructions concerning its proper use and possible side effects.

The suit was filed in the U. S. Middle District Court in Greensboro.

JOHN MITCHENER III, PRESIDENT-ELECT

Newly elected officers of the Northeastern Carolina Pharmaceutical Society are

President: John Mitchener, III
Vice-President: John B. Stallings
Secretary-Treasurer: Joe Minton

The April 10 meeting in Williamston featured discussions on price posting, prescription copies and continuing education.

John Mitchener and Jim Blount were authorized to go to Chapel Hill on a fact-finding mission concerning continuing education.

Presiding officer at the meeting was W. P. O'Neal, Jr., president.

PROGRAMS ON "COMMUNITY PHARMACY" CONCLUDE WITH PRESENTATION OF ATTENDANCE CERTIFICATES

A series of lectures on "Community Pharmacy" sponsored by the North Carolina Pharmaceutical Association at the Institute of Pharmacy, Chapel Hill, concluded with presentation of attendance certificates on April 15.

Guest lecturers were

Thomas R. Burgiss of Sparta
B. Cade Brooks of Fayetteville
William H. (Bill) Mast of Henderson
W. H. (Bill) Wilson of Raleigh
Ralph P. Rogers, Jr., of Durham
Donald Peterson, of Durham
W. Whitaker Moose of Mount Pleasant
L. Milton Whaley of Wallace

The registrants who attended the lecture/discussion programs received a broad range of viewpoints relating to the problems and opportunities existing in community pharmacy. While the topic was the same, the eight lecturers presented their own version of community pharmacy, as practiced today and likely to be practiced in the future.

SAVED A MAN'S LIFE

The TV screening of the 30 minute show, I AM JOE'S HEART, which was sponsored by Burroughs Wellcome Company, is reported to have saved a man's life in California.

After viewing the program, the man thought he was having the same problem with his heart as "Joe" exhibited on TV. A trip to a nearby hospital resulted in a "Code B Call" which medical authorities later stated was responsible for saving the man's life.

Since millions of viewers saw the 30 minute program, similar unreported incidences must have taken place elsewhere. The pharmaceutical industry does many things right; here is one example. (See commendation resolution this issue of THE JOURNAL.)

Pharmacist of the Year Dinner honoring Edwin R. Fuller, June 29 at the Holiday Inn, Salisbury.

N.C. COURT OF APPEALS DECISION RELATING TO THE ADVERTISING SECTION OF CODE OF PROFESSIONAL CONDUCT

Widespread publicity has been given to the decision of the North Carolina Court of Appeals to sustain a previous decision by Wake County Superior Court Donald L. Smith relating to the Pharmacists' Code of Professional Conduct, specifically Section 8 relating to advertising.

Judge Smith had declared invalid a State Board of Pharmacy rule against public advertising of prescription drugs, with or without prices. The Board appealed the decision to the N. C. Court of Appeals.

Here is the reaction to the decision by *The Charlotte Observer* as written by Jack Horan:

DESPITE OK, DRUG PRICE ADS UNLIKELY

The way is clear for drugstores to advertise the price of prescription drugs in North Carolina and thus provide price-shopping information for consumers, but it's unlikely that any drugstores will immediately do so.

Tuesday, the state Board of Pharmacy voted unanimously not to appeal an April 3 decision of the state Court of Appeals, according to board attorney Ken Wooten.

The court had upheld the substance of a Wake Superior Court ruling that struck down the board's regulations against advertising drug prices or discount plans.

Thus, there are no legal prohibitions against advertising drug prices in the state. Most pharmacists oppose it and drug chains have been reluctant to try it elsewhere.

But the drugstore chain that brought the suit, Reveo Southeast Drug Centers Inc., says it has no plans to take advantage of the law and begin media advertising of its prices.

Myron Winkelman, Reveo vice president for professional services, said from Cleveland, Ohio, that Reveo does not advertise drug prices even in areas where competing drugstores do so.

"We've made all of our prices public through our 'dial-a-discount' program,"

Winkelman said, referring to Reveo's advertising campaign that urges a shopper to call a Reveo drugstore to get a price quotation for his prescription.

In 1972, Reveo challenged the Board of Pharmacy's professional code that bars pharmacists from being associated with the advertising of the drug chain's 10 per cent discount plan for senior citizens and infants.

A Wake Superior Court judge invalidated the entire code, including a part that forbids the advertising of prescription drugs or their prices.

The Court of Appeals then held that the law granting the pharmacy board the power to adopt a professional code was unconstitutional because the 1969 legislature had not given specific guidelines to the board.

The Appeals Court, though, did not rule upon the merits of banning price or discount plan advertising. As a result, the pharmacy board and the state's pharmacists can ask the 1975 legislature to draw up another law granting power to regulate advertising that would meet court tests.

Whitaker Moose, a Mount Pleasant pharmacist and immediate past president of the North Carolina Pharmaceutical Association, said he believes pharmacists will ask for another law.

Last month, a three-judge federal court in Richmond, Va., declared unconstitutional a Virginia law that barred the advertising of prescription drug prices, saying the law violated the consumers' right to know.

LIFE MEMBER

Marcus Cameron of Sanford is now a Life Member of the North Carolina Pharmaceutical Association.

A graduate of the UNC School of Pharmacy (1956), Mr. Cameron is associated with Robert Neal Watson in the ownership/management of Jonesboro's Lee Drug Store.

Following graduation, Mr. Cameron was employed as a pharmacist in Greensboro and Jonesboro (1960) and later established Cameron's Drug Store, Sanford, which was dissolved at the time he formed his present business relationship with Jonesboro's Lee Drug Store.

EXAM RESULTS ANNOUNCED BY N. C. BOARD OF PHARMACY

Pharmacists Licensed by Board Examination, March 1974

6105. David Kent Allen, Briareliff Apts. 6-F, Wilson 27893
 6106. David Lloyd Ballard, Apt. C4-9, Twincastles Apts., 340 Maplewood Avenue, Winston-Salem 27103
 6107. Robert Stewart Beddingfield, 270 West Conn. Avenue, Southern Pines
 6108. Joseph Frederick Bennes, 179 Greenway Park, Chapel Hill 27514
 6109. Margaret Vell Bennett, 946 North Main Street, Louisburg 27549
 6110. Gregory Keith Bower, General Delivery, West Jefferson
 6111. Jerry Allen Bridgers, 2225 Oak Drive, Tarboro 27886
 6112. Nancy Catherine Caddell, 2810 E. Bessemer Avenue, Greensboro
 6113. James D. Carpenter, 4632-F Fillmore Drive, Wilmington
 6114. Roger Wiley Cash, 2120 Clearview Court, Gastonia 28052
 6115. Larry R. Cloer, Route 6, Box 1033, Franklin 28734
 6116. Rebecca Buchanan Coltrane, 920-J Lakecrest, High Point
 6117. Henry Bryant Combs, Jr., Route 4, Box 619, Chapel Hill
 6118. Helene Costella Copening, 5B 200 Seven Oaks Road, Durham
 6119. John Gregory Cranford, Bldg. 1, Apt. 13, Flint Ridge Apts., Hillsborough 27278
 6120. Carol Elizabeth Craven, 18A Colonial Apts., Durham 27707
 6121. Michael Maxwell Desist, Route 6, Box 7, Betty Ann Apts., Marion
 6122. Paul Louis Doering, 3723 S.W. 20th Street, Gainesville, Fla. 32608
 6123. Jean C. Benson Douglas, 1109-A Olive Street, Greensboro 27401
 6124. Thomas Randall Duckett, 45 Morris Street, Asheville 28806
 6125. Nancy Levinson Eason, 175 Greenway Park, Chapel Hill 27514
 6126. William C. Finch, Jr., 3594 Fayetteville Road, Lumberton
 6127. William Michael Gallimore, Route 7, Box 595, Chapel Hill 27514
 6128. Gwendolyn B. Griffin, 203 Webb Drive, Forest City
 6129. Gregory Neil Hale, Medical Center Pharmacy, 124 North Center Street, Hickory 28601
 6130. Henry Donald Hamilton, Route 5, Box 243-D, Washington 27889
 6131. Bruce Rollin Harrison, Troy Drug Company, Troy 27371
 6132. Robert Ray Henley, 1938 Shiloh Drive, Fayetteville
 6133. Clyde Eugene Hensley, 16 Westwood Village, Marion 28752
 6134. Patsy Stoltz Huff, 1330-5 Kings Arms Apts., Chapel Hill 27514
 6135. Hale Steven Jaynes, 126 Hillcrest Drive, Lincolnton
 6136. Stephen Roscoe Jones, Route 4, Box 643-N, North Wilkesboro
 6137. Richard Van Kennerly, Route 1, Box 17-J, Siler City 27344
 6138. Catherine Caudill Koontz, Whaley Drug Company, Rockfish Plaza, Wallace 28466
 6139. Jill Elizabeth Lane, Route 1, Box 165, Sophia
 6140. Roy Otis Lewter, 10 Patriot Court, Kernersville 27284
 6141. Ronald Lee Martin, 909 Center Church Road, Eden 27288
 6142. Glenn Edward McLeroy, 313 Dacian Avenue, Durham
 6143. William Hewin Morris, K-1 Camelot Apts., Chapel Hill 27514
 6144. Ruth Sparrow Parish, 3752 Avera Avenue, Winston-Salem 27106
 6145. David Larry Patterson, 817 Rockford Street, Mt. Airy 27030
 6146. Dale Brent Pilson, c/o Kramer Singleton, 2416 Cooksbury Drive, Durham 27704
 6147. Jesus Jose Poblet, 1401 Meadow Lane, Charlotte 28205
 6148. George David Rudd, Route 4, Box 208B, Chapel Hill 27514
 6149. Clayton Wayne Sasser, Route 2, Stanfield 28163
 6150. Billie K. Griffin Slade, Apt. 16, Park Apts., Williamston 27892
 6151. Henry Lewis Smith, 628 Chateau Apts., Chapel Hill

6152. Larry Alan Sneed, 4514 Southland Avenue, Alexandria, Va. 22312
6153. Donna Lee Soyars, 1204 Barnes Street, Reidsville 27320
6154. Linda Griffin Spivey, 75 Shangri-La, Apex
6155. Sharon Griffin Tabb, P. O. Box 804, Manteo 27954
6156. Frances H. Thompson, 716 Chateau Apts., Route 7, Chapel Hill 27514
6157. James Gordon Tucker, Jr., Box 1227, Elizabethtown 28337
6158. Alvin Dell Woody, 106 Hillcrest Street, Jonesville 28642



NCPHA executive Director W. J. Smith presents resolution adopted by unanimous vote of the North Carolina Pharmaceutical Association commending Burroughs Wellcome Company for its efforts to upgrade the quality of medical education programs on prime-time television by sponsoring an outstanding show—"I Am Joe's Heart."

In the photograph, L-R: Burroughs Wellcome Advertising Manager Cliff Parish; Smith; Terry Stevens, Assistant to Sales Promotion Coordinator, and Peter Howsam, Vice President, Marketing.



TAR HEEL DIGEST

FAYETTEVILLE—Pharmacist Ellon S. Martin of the Prescription Center Pharmacy has completed a three-day seminar in Baltimore conducted by United Surgical on the proper post operative management of patients who have undergone colostomy, ileostomy or ileal conduit surgery.

GREENSBORO—William P. Brewer, executive vice president of Justice Drug Company was among 10 business and professional leaders initiated into Phi Kappa Phi, national academic honor society, at a recent

dinner meeting at N. C. State University, Raleigh.

MARION—Richard Wood, a native of Pickens, South Carolina, has accepted a position as pharmacist at Marion Pharmacy. Wood is a pharmacy graduate of Mercer University.

HIGHLANDS—Mark Zachary of Cashiers joined the staff of Highlands Rexall Pharmacy on March 1. Before taking his present position, Mark was pharmacy manager with Eckerds of Forest City.

WAYNESVILLE—Pharmacist Joe T. Russell has accepted a position with Merrimon Avenue Pharmacy, Asheville.

BOONE—Effective May 1, Mrs. Carol C. Norris became associated with the Boone Drug Stores where she will serve on a rotating basis between the three existing stores and a new one under construction.

WHITEVILLE—Phil Ward is the manager of Peoples Drug Store which opened in the Whiteville Plaza Shopping Center in early April. He is a 1971 graduate of the UNC School of Pharmacy.

ASHEVILLE—William F. Horton, pharmacist at the Asheville Mall Pharmacy, was guest speaker at a recent meeting of the Buncombe County Chapter of American Medical Assistants.

KERNERSVILLE—Pharmacist John Pinnix has been named a member of a county-wide committee to study health services in Winston-Salem and recommend the best organization chart for county health programs.

MAIDEN—Charles Carpenter has been elected president of the recently formed Maiden Merchants Association. He was formerly associated with Conover Drug Store.

OXFORD—One of the judges of the recent Granville County Science Fair was Pharmacist William Dement.

MORGANTON—Charles Davis, Jr. of Broughton Hospital was one of 130 pharmacists who completed a two-day seminar on steroid therapy at the Regency Hyatt in Atlanta.

SOUTHERN PINES—Pharmacist Joe Brantley of Mann Drug Company was a recent guest speaker at a meeting of the Union Pines Science Club.

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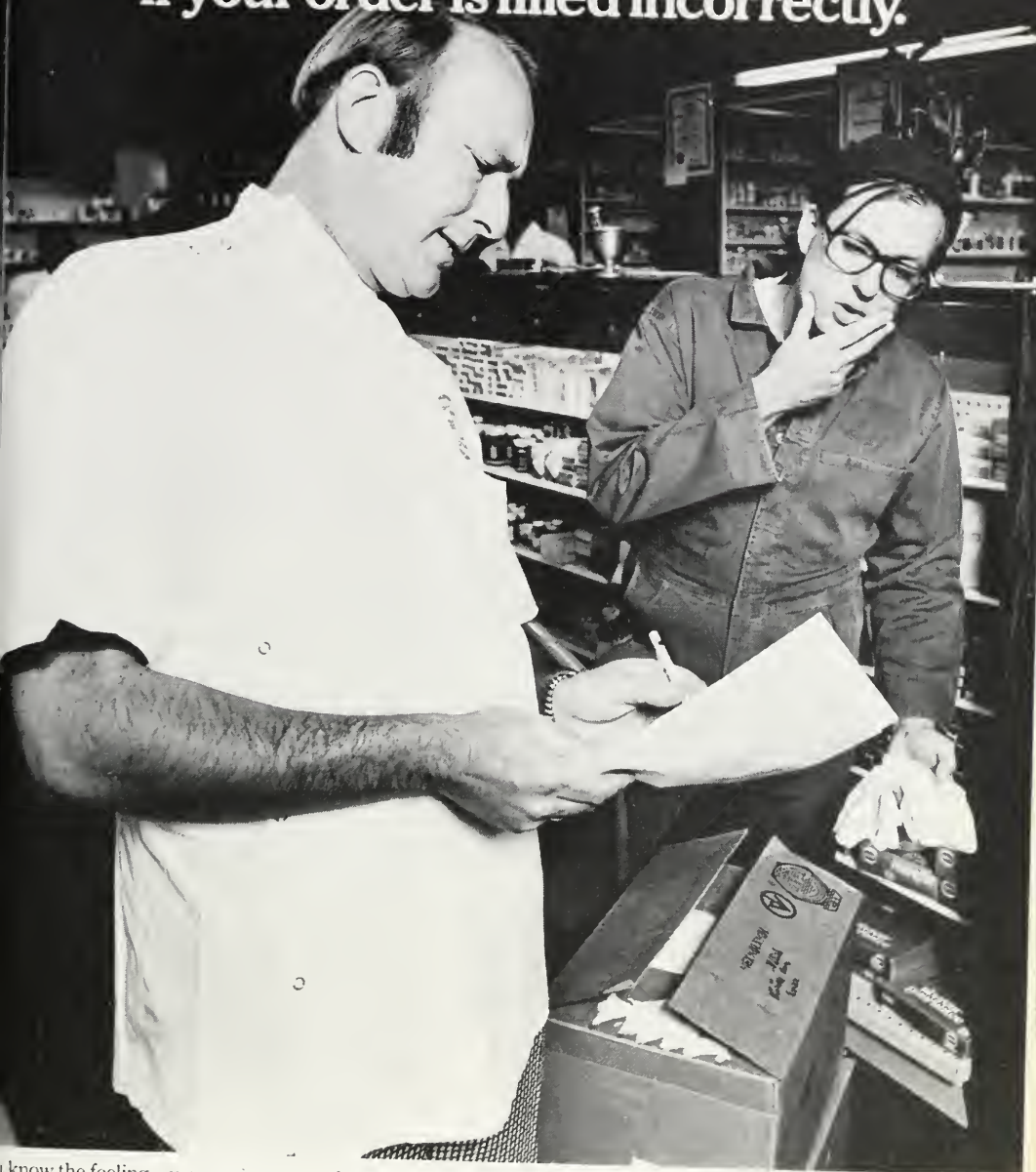
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Norfolk — Colon Sawyer, 6435 Tidewater Drive, Norfolk, Va. 23509 / (804) 855-1901 Washington — Frank Antkowiak, 901 Southern Avenue, Washington, D.C. 20032 / (301) 630-4500



It is your business if she didn't take her high blood pressure pills today!

"How's your back today?" ...
"Did the antacid work?"

Sound familiar? Such questions are common in the pharmacy today, showing that the pharmacist—as a key member of today's health team—is interacting with his patients/customers because he is deeply concerned.

"Mrs. Jones, did you take your high blood pressure pills today?"

An especially important question, because more and more physicians are treating hypertension earlier and more vigorously to help reduce the risks of eventual organ damage. Missed medication spells danger, since such neglect may become a habit. Many pharmacists consider it their

concerning adherence to antihypertensive regimens.

Such opportunity for interaction will increase in the months and years ahead as more patients come into the treatment system. Because the problem is so tremendous—23 million Americans are hypertensive, yet only half are detected and only an eighth are under adequate treatment—mass screening efforts have been organized throughout the country.

For example, CIBA has been conducting CHEC (Community Hypertension Evaluation Clinics) programs for more than a year across the nation. Many thousands screened, many thousands referred to their physicians.

CIBA is also launching a series of hypertension-oriented seminars for pharmacists' postgraduate education as part of our commitment to meet your needs.

The challenge is before us. Now is the time for true interaction to solve what is now

STATE LEGISLATIVE REVIEW

The North Carolina General Assembly, after meeting 64 days and considering more than 3,700 bills, the 1974 session was adjourned on April 13. This was the state's first experiment in annual legislative sessions.

Of the 3,700 bills introduced, 1,675 were enacted into law. The rest were either defeated, killed in committee or withdrawn.

Included as a part of the 170-member Assembly were two pharmacists: Senator John T. Henley of Hope Mills and Representative Barney Paul Woodard of Princeton. Their public service record was outstanding.

While the Assembly was in session, pharmacists from all areas of the state were active in expressing their viewpoints on proposed legislation of interest to the profession. Organized back-up support was provided by the NCPHA Legislative Committee and the North Carolina Pharmacy Political Action Committee.

Highlights of the '74 Assembly session, as viewed from the standpoint of major pharmacy interest, follows:

LABEL BILL:

Requires name and strength of drug on Rx label unless otherwise directed by the prescriber. Effective June 1, 1974.

BOARD OF PHARMACY FEES:

New schedule of fees effective May 1, 1974. Major impact not until late 1974 when billing for 1975 license renewals will be made.

RX PRICE POSTING:

Despite strong support by N. C. Public Interest Research Group, N. C. Consumers Council and others, bill given unfavorable report by House Judiciary Committee #2.

REPEAL OF N. C. FAIR TRADE ACT:

Given unfavorable report by committee to which referred.

REPEAL OF STATE'S ANTI-SUBSTITUTION LAW:

Although considerable pre-Assembly session talk that such a bill would be introduced, the proposal did not pick up sufficient support to justify introduction of the bill.

A number of bills relating to the N. C. Drug Authority were passed following introduction by Senator Henley and others. No major change anticipated.

All state boards, including the Board of Pharmacy, will be more closely supervised as a result of legislation enacted by the '74 Assembly.

LEMELIN, JAYCEE NOMINEE

A Charlotte pharmacist, Daniel Lemelin, was one of ten outstanding young men of Charlotte and Mecklenburg County selected as a nominee for the 1973 distinguished service award by the Charlotte Jaycees.

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**On request, A representative
of the I. C. System will explain
the collection program in detail.**

**Call or write the NCPHA, Box 151,
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What does man have in common with Samson?

Neither man nor the gorilla can synthesize vitamin C. Interestingly, the slow loris, a primate much further down the evolutionary scale, can convert L-1,4-gulonolactone to ascorbic acid in its liver and presumably does not require an exogenous source of ascorbic acid.

Because man can neither synthesize vitamin C nor store most of the water soluble vitamins, these nutrients must be replenished continuously in order to

maintain normal tissue levels.

Generally, this is accomplished in his daily diet. But under conditions of illness, stress, in convalescence or following surgery, vitamin stores may be depleted or metabolic demands increased.

In such cases, Surbex-T may be indicated. Surbex-T restores the water soluble vitamins with each tablet providing 500 mg. of vitamin C plus high potency B-complex.



SURBEX-T[®] 500 mg. of Vitamin C with High Potency B-Complex
Restores what the body cannot effectively store

FOURTH ANNUAL PHARMPAC MEETING HELD

On Sunday, March 24, sixty-eight members of PharmPAC met in Pinehurst to discuss activities this past year and future plans for the organization. Chairman Rex Paramore and Executive Secretary Steve Moore presided at the 4 p.m. meeting.

The work of the directors and officers was recognized. Current membership is 311 including members in all but the 27th Legislative District in North Carolina but including 81 counties. The goal of 1000 active members for calendar year 1975 was announced. Each of the current members will be asked to enlist two new members in this effort. Membership dues billing will be carried out in October for next year.

The four pharmacist candidates for the Legislature were introduced (two were present) for their comments. (Note: Aid for their respective campaigns is urgently requested from pharmacists and their friends for their upcoming primary and general election contests.)

The renting of office space at the Institute of Pharmacy and the establishment of the telephone communication system through the office was reported and discussed. It was announced that the PharmPAC constitution would be revised and presented to the membership for their consideration in the near future. The treasurer's report was given.

By a unanimous vote of the membership, the rules were suspended and elections were

held with open nominations and voting. The Board of Directors for this next year are:
 First District: W. P. O'Neal, Belhaven
 Second District: Rex Paramore, Nashville
 Third District: W. H. Randall, Lillington
 Fourth District: W. H. Wilson, Raleigh
 Fifth District: Tom R. Burgiss, Sparta
 Sixth District: Marion McCurdy, Mebane
 Seventh District: B. Cade Brooks, Fayetteville

Eighth District: Whitaker Moose, Mount Pleasant

Ninth District: Hal Cornwell, Lincolnton

Tenth District: W. H. Houser, Cherryville

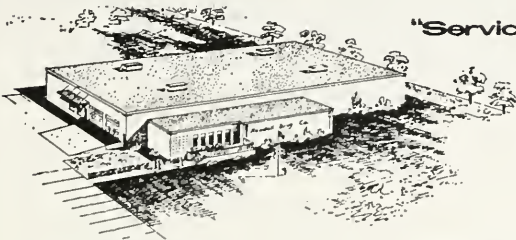
Eleventh District: Kermit Wells, Canton

Executive Committee and Officers to serve are:

Chairman: Rex Paramore; Vice-Chairman: W. P. O'Neal; Treasurer: Marion McCurdy; Executive Secretary: Steve Moore; At-large-members: M. Elmo McCorkle, W. L. Scarboro.

ANNOUNCEMENT

The R. G. Thomas Company, specialist in Drug Store planning, has recently moved to a new location at 304 Meacham Street, Charlotte, N. C. The new facility has over 2,000 square feet of showroom, offices, and warehouse space. Various types of Lozier store fixtures are on display and plans are to carry in stock standard fixtures and pegboard accessories for immediate delivery.



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THIRD PARTY PROGRAMS AND THE RETAIL PHARMACIST

By Frank F. Yarborough, R.Ph., Director of Peer Review and

Project Director for the N. C. Title XIX Medicaid Drug Program

Third party programs are becoming increasingly more important to the retail pharmacist. Most recent estimates say that by 1975, 60-70% of all prescriptions will be paid for at least in part by a third party, and the largest payors will be the Federal or State governments. If the currently proposed legislations are passed, this figure could be much higher.

In addition to the currently available programs, the growth of third party coverage will receive considerable impetus from the following:

1. H.M.O. Legislation—the H.M.O. Act authorizes \$375 million in Federal funding to help start up H.M.O.'s throughout the country over the next five years. Many of these will provide prescription coverage through their own pharmacy or through existing community pharmacies. When existing community pharmacies are utilized, the program must be administered by a carrier such as PAID Prescriptions. Other H.M.O.'s will generate prescriptions that will not be covered by the H.M.O.'s, but the trend should be toward coverage of prescription drugs. In providing for the prescription drugs, the bill authorized the H.M.O. to maintain, review and evaluate a drug-use profile and evaluate patterns of drug utilization to assure proper drug therapy. PAID Prescriptions' Peer Review program can support the pharmacist in drug therapy, review and evaluation.
2. National Health Insurance Legislation—The President's latest NHI proposal covers all prescription drugs and biologicals and any other life-saving and sustaining medication. The Comprehensive Health Insurance Plan (CHIP) will cover most working people (EHIP), low-income and high-risk individuals (AHIP) and persons eligible for Medicare. CHIP will presumably reimburse Pharmacists at the lowest cost at which the drug is generally available. The balance would have to

be paid by the patient if the physician insists on a higher priced drug. This legislation has not been finalized, but with an election coming up this year, some form of CHIP will probably be passed.

3. Prescription Benefits under union or corporation coverage—Regardless of NHI, more unions and businesses are offering prescription drug coverage as a non-salary fringe benefit. This trend is expected to increase as companies such as PAID Prescriptions demonstrate their ability to competently administer and control prescription drug programs.

Consider what this means to the retail pharmacist. More people will receive medical services resulting in an increasing volume of prescriptions. More of these prescriptions will be filled because they will not result in a financial burden on the patient. Since the majority of the drug bill will be paid for by the third party, the patient will become more interested in service and less interested in price. The current consumer interest and involvement in price posting and advertising will diminish because the patient will pay only a fixed deductible or copay. The cost of the prescription will be set by the regulations governing the program.

PAID Prescriptions currently administers government programs under Medicaid and Commercial programs sponsored by unions and businesses. Pharmacists are generally familiar with government programs, but PAID covers almost one million enrollees through approximately 200 commercial contracts. PAID is currently processing better than 380,000 prescriptions each month, and 30,000 of approximately 50,000 U. S. pharmacies are enrolled in PAID's commercial program. New contracts continue to be added each month and new pharmacies are enrolled.

PHARMACY



***ACCOUNT SERVICE**

***GOOD RECORDS FOR YOUR CUSTOMERS**—A proven accounts receivable system—Designed from the ground up for your needs —by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

PHARMACY



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***GOOD RECORDS FOR YOU**—Twenty Nine years of bookkeeping for retailers plus 15 years of computer experience equals a system designed to give you the accounting service you need.

PHARMACY



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- Asheville 684-6121
- Charlotte 825-5161



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THIRD PARTY PROGRAMS

The PAID Prescriptions commercial program is unique in several respects. Cost of drug and fee are usually equivalent to the State's Medicaid program. However, under most commercial programs, PAID reimburses those pharmacies that provide adequate professional services an additional twenty-five cents per prescription. Also, PAID is sponsoring a pilot project in Spokane, Washington under which the pharmacist is paid a \$3.00 fee if he refuses to fill any prescription that might result in an adverse drug reaction or a drug-drug interaction. Through these two reimbursement mechanisms, the pharmacist is encouraged to utilize his professional knowledge.

The commercial claim form has been designed as simply as possible, and by the use of a plastic identification card, much of the patient information can be recorded by an imprinter. The claim form and card both are designed to fit the standard Bank Americard and Master Charge imprinters.

In order for the pharmacist to enroll in the commercial program, a simple application form must be completed and mailed to the specified address. If the pharmacy wishes to apply for the Class II (higher) fee, an additional simple form must be completed and sent as well.

The pharmacist is not required to pay any charge when he enrolls in the program. After he is paid \$100.00 in prescription charges, he is billed a one-time enrollment fee of \$15.00 which must be paid if he wishes to continue his participation in the program. If the pharmacist insists, PAID will furnish an imprinter with appropriate pharmacy identification for a nominal fee of \$10.00. No other payment is required.

When the client is enrolled he is given a plastic I.D. card and a directory of participating pharmacies. The current North Carolina directory lists about 260 pharmacists, of which better than half are represented by four of the large chains who are automatically enrolled under a blanket contract at the request of the chain's home office.

In the past the independent pharmacist has not participated to the extent that the

chain pharmacies have. This may be due to the additional paperwork and the fact that most third party programs differ from some traditional pharmacy practices. Now the increasing third party involvement in the prescription business mandates that all pharmacies become involved in these programs.

Irving Rubin, Editor of Pharmacy Times made the following comment in his March, 1974 editorial:

"However, just as 3rd parties must keep an eye on what providers of medical care do, so must the providers make sure that the 3rd parties don't bite off too much in terms of the cost-quality ratio of medical care.

In line with this, pharmacists—as medical care providers—must speak up loudly and clearly when 3rd parties try to establish or hold fees at unrealistic levels or attempt to cram the lowest cash drugs down patients' throats.

To sum up: Both 3rd parties and providers of medical care must play the role of constructive watchdogs in the interest of the patient!"

This is PAID Prescriptions' goal. We can accomplish this only with the help of the pharmacist.

REFERENCES

1. M. Laventurier, "What's Good About Third Party Programs."
2. The VOICE of the Pharmacist, ACA, January 31, 1974.
3. "Does Nixon's NHI Plan Mean More Woes," page 3, *Drug Topics*, March 4, 1974.
4. I. Rubin, "Editorial," Pharmacy Times, March, 1974.
5. T. Collins, "Where to Now with Third Party?," *Chain Store Age*, March, 1973.

Free, on request to the N. C. Pharmaceutical Association: (1) Application for Membership as a Participating Pharmacy in Paid Prescriptions; (2) Application for Group Classification; and (3) Sample copy of billing form.

CONTRIBUTIONS TO TMA FOUNDATION

- by Zack W. Lyon of Durham in memory of Hugh Seonyers and Harold Daniels
- by W. H. Worley, Jr. of Hickory in memory of Hugh Seonyers and Harold Daniels
- by L. M. McCombs of Creedmoor in memory of Hugh Seonyers and Barney Barnette.

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DISASTERS

Major and Minor

GOLDSBORO

A break-in at Ash Street Pharmacy netted thieves close to \$1,000 in merchandise and resulted in some \$300 damage to two doors.

KANNAPOLIS

For the second time in less than a month the F. L. Smith Drug Store was invaded by thieves who stole a quantity of controlled drugs. Two weeks previous to the April robbery, the pharmacy was entered but the drugs, valued at \$165, were left on the roof of the pharmacy.

KANNAPOLIS

For breaking into the F. L. Smith Drug Store and stealing drugs from a locked cabinet, Harold Otis Darnell of Shelby has received a 24 to 36 month prison sentence.

THOMASVILLE

The major portion of \$2,000 worth of drugs stolen from Medi-Save Drug Center have been recovered. Maurice Hoffman, 19, of High Point, when arrested, had the drugs in his possession.

CHARLOTTE

A bomb threat was reported at Massey Hill Drug Store on March 27. Someone called the pharmacy and said a bomb was due to explode in about 30 minutes. Police and firemen searched the building but found no bomb.

HENRIETTA

Tri-Community Drugs. Quantity of drugs taken in a break-in. After an unsuccessful attempt to enter the pharmacy by way of the back door, the robbers knocked out a plate glass door on the front of the building.

HICKORY

King's Drugs. Drugs taken in a break-in but most damage (\$500) from a smashed front door and drug cabinet.

NORTH WILKESBORO

Horton's Drug Store. Back door forced open, then drug cabinet forced open and more than 4000 Controlled Substances taken.

CANTON

Champion Cut Rate Drug Store. When a cabinet containing Controlled Substances was forced open, an alarm system was activated. In a hasty departure from the premises, the intruders broke the front door. Left behind: a radio to monitor police calls and burglar tools.

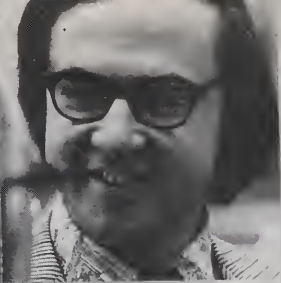
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- W. Mass Sallee, Jr., Asheville
- W.J. Smith, Chapel Hill



1:30 p.m. **THE ROLE OF THE PRECEPTOR IN PHARMACEUTICAL EDUCATION**
Stephen M. Casale, Assistant Professor, UNC School of Pharmacy

2:15 p.m. **UPDATING, Panel**
Paid Prescriptions - Frank Yorborough, R.Ph., Raleigh;
Mental Health - Robert J. Allen, R.Ph., Raleigh;
Nursing Home Standards - C. "Genny" Ridout, R.Ph., Pharmacy Consultant, N.C. Department of Social Services, Raleigh

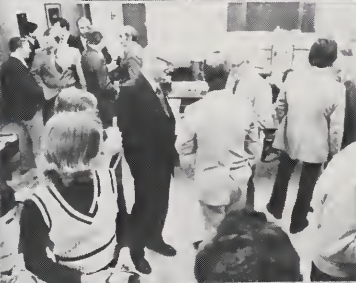
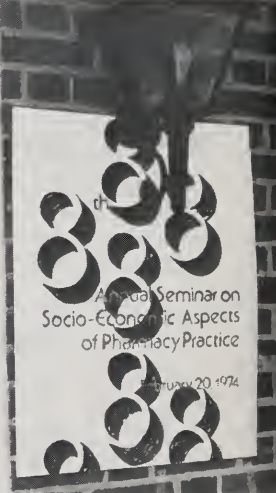
3:30 p.m. **BREAK**

3:45 p.m. **PRESCRIPTION PRICE POSTING AND PRESCRIPTION SURVEYS**
Wilbur "Wib" P. Gullery, State Project Director, North Carolina Public Interest Research Group

4:45 p.m. **ADJOURNMENT**

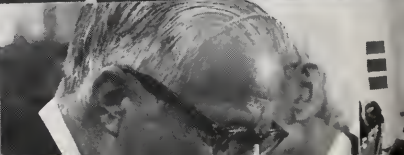


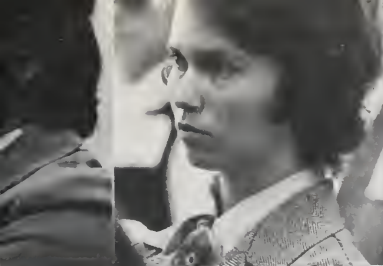
PHOTOGRAPHY BY GERALD GENTRY



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- A. Lyle Davis, Statesville
- Joe C. Evans, Jr., Rockville
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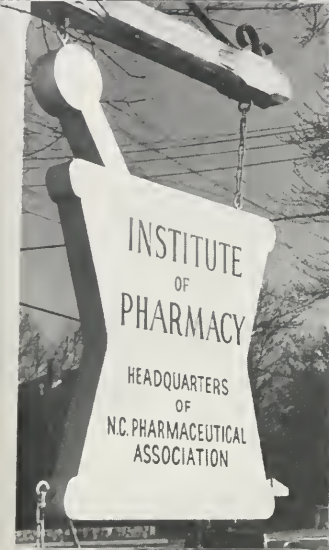


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L. Milton Whaley, Wallace
Thomas R. Burgess, Sports

Executive Director
W.J. Smith



8:15 a.m. **REGISTRATION AND COFFEE**

9:00 a.m. **GREETINGS**
George F. Hager, Ph.D., Dean, UNC School of Pharmacy

MORNING SESSION
Presiding
Claude U. Padon, Assistant Professor of Pharmacy
UNC School of Pharmacy

9:15 a.m. **PRACTICAL APPLICATION OF COMPUTER CAPABILITY**
Ralph P. Rogers, Jr., R.Ph., N.C. Mutual Wholesale Drug Company, Durham, N.C.

10:00 a.m. **MARKETING TRENDS AND ISSUES IN PHARMACIES**
Eric I. Kefauver, Associate Professor of Marketing, Middlesex County College, Edison, New Jersey

10:45 a.m. **BREAK**

11:00 a.m. **THIS WORKS FOR ME, Panel**
Patient Medication Records — Jell Whitehead, R.Ph., Enfield; The Medication Record — Tom Burgess, R.Ph., Sparta; Chronic Sulfonamide (C.S.) Program — Sam Miller, R.Ph., Morganton



AFTERNOON SESSION
Presiding
Whitaker Moose, R.Ph., Mount Pleasant
President, North Carolina Pharmaceutical Association



The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

EXTENDED PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Five Years

MAJOR MEDICAL EXPENSE PLAN

PLAN I: \$18,000 Maximum Benefit including \$30 Daily Room Limit
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Limit Available)

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\$25.00 Per Day For Member
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AWARDS NIGHT PROGRAM

SCHOOL OF PHARMACY

April 25, 1974

<i>AWARD</i>	<i>RECIPIENT</i>
DISTINGUISHED SERVICE AWARD	Robert Buckner Hall
KAPPA EPSILON AWARD	Sanne Dail Jones
KAPPA PSI AWARDS	
Reginald Ferrell Award	Randolph Fletcher Spainhour
Outstanding Senior Award	Stephen Donald Burch
Asklepios Key	David Stewart Wheeler
PHI DELTA CHI AWARDS	
Outstanding Senior Award	Stephen Grady Russell
Senior Scholastic Award	John Michael Felts
Scholastic Improvement Award	Michael Haskins Tucker
RHO CHI AWARDS	
Rho Chi First Year Award	Annette Elizabeth Aman
Achievement Certificates	(See listing below)
STUDENT BODY AWARDS	
Student Body President Award	Leroy Delbert Werley, III
Pharmacy Student Body Award	Sanne Dail Jones
Best Instructor Award	Larry James Loeffler
STUDENT BRANCHES AWARD	
McKesson & Robbins Award	Larry O'Neal Spears
SCHOOL OF PHARMACY AWARDS	
Pharmacy Faculty Award	Ann Martin Cranford
Buxton Williams Hunter Award	Sanne Dail Jones
Upjohn Achievement Award	Sandra Grace Hardec
Lilly Achievement Award	Pamela Upchurch Joyner
Bristol Award	Martha Anderson Pittman
Merek Awards	Martha Jean Gabriel
	Steven Kelly McCombs
	Leroy Delbert Werley, III
M. L. Jacob Award	Steven Dale Wyrick
Division of Pharmacy Practice Award	Sandra Grace Hardec
Rexall Award	Frank James Grill
Fraternity Scholastic Award	Kappa Epsilon

Rho Chi Achievement Certificates

Annette Elizabeth Aman	Dawn Smith Gilmore	Person Bennett Pittman
Vicki Lee Ball	Pamela Susan Haitheock	Allan Marion Propst
James Bryson Brannon	Susan Eleyse Harrell	Marita Louise Quigley
Charles Michael Brooks	David Lee Jamison	Bryan Frazier Reed
James Curtis Broome, Jr.	Frances Anne Krohn	Nancy Reade Richardson
Debra Sue Ellis	Everett Lee Lewis, Jr.	Peggy Ellen Rushmore
Charles Thomas Faison	Samuel Floyd Lewis	Jeffrey James Smith
Charles Robert Fenske	Elizabeth Anne Livengood	Kenneth Wayne Spencer
George Eleden Francisco, Jr.	William Douglas Mitchell	Joseph Jutson Ward
Susan Emma Gibbs	Bessie Deborah Moore	Lu Lee Williams

VD—THE GIFT THAT KEEPS ON GIVING

"Venereal Disease—The Gift That Keeps On Giving," the second program in the Squibb Community Awareness Program is now available to pharmacists from the N. C. Pharmaceutical Association.

E. R. Squibb & Sons, Inc., established the Community Awareness Program to assist in the pharmacist's professional development and recognition in the local community.

"The Squibb Community Awareness Program was designed to help the pharmacist's community service activities by providing comprehensive educational materials on various health-related social programs for presentations to local community organizations," explains Michael Bongiovanni, president of the U.S. Pharmaceutical Company, of E. R. Squibb.

This informative presentation on venereal disease was written by Dr. David Madorsky, Director, Medical Activities, Fort Sam Houston, Texas, and Chief, Health and Environment Service, Brook General Hospital.

A leading authority on venereal disease, Dr. Madorsky has published several papers on the subject including "Young physicians' Knowledge of Venereal Disease," in the Journal of the American Medical Association.

The presentation covers the broad field of venereal disease—what it is; how it is contracted; its powers to infect or maim, and how it is cured.

This packaged presentation includes 58 slides, a glossary, a script which should take about 30 minutes to present, and background material.

"Each presentation in the Squibb Community Awareness Program contains all the necessary materials to enable the pharmacists, with a minimum of preparation, to make a meaningful presentation to community audiences such as the PTA, student groups, and civic and fraternal organizations," Bongiovanni said.

He pointed out that the pharmacist, as a member of the health care team, is well qualified, through education, professional training and broad experience, to discuss a

wide range of health-related social problems facing contemporary society.

"Venereal Disease—The Gift That Keeps On Giving," is now available from the N. C. Pharmaceutical Association on loan and without charge. Pharmacists wishing to borrow a Squibb Community Awareness Program should contact W. J. Smith, Executive Director, NCPHA.

The Squibb Community Awareness Program is an on-going one, with additional presentations being developed in various areas of public health concern.

"Drugs of Abuse," the first program in the Squibb Community Awareness series, is still available on loan and without charge.

ELECTION RESULTS

Primary results in recent elections yielded the following:

Senator John Henley (D-Cumberland) was victorious in his re-election bid. If the '75 session of the Senate includes a Democratic majority, Pharmacist Henley is slated to serve as Senate president pro tem.

Representative Barney Paul Woodard (D-Johnston) led the ticket in his reelection bid. Woodard will be subject to the November election to serve another term.

J. M. (Mike) Hall (D-New Hanover) ran unopposed in the Senate race and will meet his Republican opponent in the November election.

Leon Tomlinson (D-Cumberland) ran well in his first bid for a legislative seat, but failed to obtain one of the top spots on the ticket for the nomination.

(From Bulletin of the North Carolina Pharmacy Political Action Committee)

Dear Mr. Smith:

I want to thank you for the opportunity to deliver the address of welcome to the delegates of the 1974 annual convention of your Association.

Lib and I enjoyed the evening more than anything we have attended in a long time. You are to be complimented for the excellent planning and organization demonstrated in the opening session of the convention.

Billy G. McKenzie, Chairman
Pinehurst Village Council

For eighty-nine years

. . . . since 1885

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Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its fifty-fourth volume, and the first printed copy was "Seeman Printed."



A DIVISION OF
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Mrs. J. Weaver Kirkpatrick

Mrs. J. Weaver Kirkpatrick, who was installed as president of the Woman's Auxiliary, NCPA, at their session March 26, at Pinchurst.

While attending Waynesville High School, Mrs. Kirkpatrick received the DAR Good Citizenship Award. At Western Carolina University she completed work for a B.S. in Education and two years later received her M.A. degree. While in college she was a member of Sigma Kappa Sorority. She is now a member of the National Education Association. For two years she taught third grade.

At the First Baptist Church, she sings in the adult choir, is leader of Acteens (teenage girls 7-12th grades), and is Outreach Leader Adult I Sunday School. She is Vice-President of the Kindergarten Club.

Mrs. Kirkpatrick's husband, Weaver, a graduate of UNC School of Pharmacy, is with Eckerd Drugs at Waynesville Plaza.

They have two children—Kirk, 5, and Angell, 2.



Francis A. Stovall of Durham receives 50-year certificate from NCPHA President Whitaker Moose.



President Moose congratulates C. Raymond Whitehead of Ramseur. In the background: Mr. Whitehead's son, Michael (escort).



Urbano Soler of Miami, Florida and A. C. Wallace, Star, are pictured with President Moose and B. Cade Brooks (escort) of Fayetteville. Pharmacist Soler was a classmate of Mr. Wallace at UNC during the early 20s and later, after leaving Cuba, was employed by Mr. Wallace.

Two pharmacist qualifying for 50 year certificates/pins were Sam C. Hall of Oxford and Leonidas Jackson of Erwin but not present for the ceremony.

PINEHURST CONVENTION REPORT

Presentation of Awards featured the opening session of the 94th Annual meeting of the North Carolina Pharmaceutical Association and Affiliated Auxiliaries, when they convened at the Pinchurst Hotel, Pinehurst, Sunday evening, March 24th. The Convention Chairman, A. H. Mebane, III, Greensboro, presided.

Official calls to order were proclaimed by W. Whitaker Moose, Mt. Pleasant, president of the NCPHA; Mrs. James R. Hickmon, Fayetteville, for the NCPHA Woman's Auxiliary; and J. R. Case, Charlotte, for the Traveling Men's Auxiliary.

The Invocation by Eugene Hackney of Lumberton preceded the dinner. Guests were officially welcomed to Pinchurst by Billy G. McKenzie, Chairman of the Pinchurst Town Council.

President Moose replied to the Address of Welcome and conducted the Awards Session which followed. He was assisted by President-Elect W. H. Wilson, Raleigh, who read qualifications and biographical highlights of the award recipients.

Seven pharmacists were inducted into the "50+" group as a mark of having been licensed as pharmacists for fifty years. They were: Francis Earle Campbell, Hamlet; Howard Q. Ferguson, Randleman; A. W. Palmer, Sanford; E. W. Rollins, Winston-Salem; Urbano Soler, Miami, Florida; Francis A. Stovall, Durham; and C. Raymond Whitehead, Ramseur. Also eligible but unable to be present were Sam C. Hall, Oxford, and Leonidas Jackson, Erwin.

The annual Robin's Bowl of Hygeia Award for outstanding community service went to James L. Creech, Smithfield. The Don Blanton Award, recognizing the pharmacist contributing most to the advancement of North Carolina pharmacy during the past year, was presented to Steven R. Moore of Chapel Hill.

The M. B. Melvin Award for outstanding public relations work by a locally organized professional group was awarded to the Mecklenburg Pharmaceutical Society. The award was accepted on behalf of the Society by Dan Lemelin, immediate past president.

The Academy of Pharmacy of the NCPHA, an organization of pharmacists who meet rigid requirements for qualification, received the following into membership: Robert P. Harris, Hope Mills; Evelyn P. Lloyd, Hillsborough; Steven R. Moore, Chapel Hill; C. Michael Whitehead, Ramseur.

Presidential awards were presented to W. Whitaker Moose, current president of the NCPHA, and Mrs. Moose; and to W. H. Wilson, Raleigh, president-elect, and Mrs. Wilson.

Following entertainment by a group from the UNC Department of Music, Chapel Hill, under the direction of Robert P. Poreo, the closely guarded identity of the 1974 Pharmacist-of-the-Year was made known.

Edwin R. Fuller has been chosen for this highest of awards, and will be honored later at a Mortar-and-Pestle dinner to be held in his home town of Salisbury. Mr. Fuller, graduate of UNC School of Pharmacy, and operator of pharmacies in his city, is a director of the N. C. Pharmaceutical Research Foundation, member of the Academy of Pharmacy, and a past-president of the N. C. Pharmaceutical Association.

His local activities include work with the Boy Scouts, Cancer Society, Community Chest, YMCA, National Conference of Christians and Jews, Sales and Marketing Executive Club, County Board of Social Services, Merchants Association, Chamber of Commerce, and his civic club.

He is a member of the First Baptist Church of Salisbury, where he serves as a member of the Board of Deacons and as a Sunday School teacher in the Junior High School Department.

The Fullers have three sons and a daughter—two of the sons following in their father's footsteps as pharmacists.

MONDAY, MARCH 25

The session was opened by annual memorial service (Rite of the Roses) for deceased members. The service was conducted by Mrs. Jean Bush Provo and Mrs. June Bush West of Raleigh.

(Continued on Page 29)



NCPHA President Whitaker Moose and Francis Earle Campbell of Hamlet, pictured during 50 year pin-pinning ceremony. Donald Miller (escort) in center.



NCPHA President Whitaker Moose presents 50 year certificate to Howard Q. Ferguson of Randleman. NCPHA Secretary W. J. Smith (escort) at left.



President Moose presents 50 year certificate to A. W. Palmer, Sanford. Gene Hackney (escort) obtained his first drug store experience as an employee of Mr. Palmer.



E. W. Rollins (center) of Winston-Salem with his son, Stuart (escort) and President Moose.

PINEHURST CONVENTION

Following NCPHA President Whitaker Moose's address, W. H. Randall, Chairman of the NCPHA Committee on Legislation, moderated a panel discussion on legislation. Panelists participating were Senator John T. Henley and Representative Barney Paul Woodard.

The Associated Director of the American College of Apothecaries, Dr. Michael R. Ryan of Memphis, Tennessee, provided answers to the perennial question: Can Community Pharmacies Succeed on Professional Services Alone and If So, How?

Using case histories to document his topic, Dr. Ryan pointed out how some community pharmacies in the United States are presently providing auxiliary health care services in addition to the customary professional pharmacy dispensing function.

Among the pharmaceutical services now emphasized by some pharmacies are patient medication records, prescription and over-the-counter consultations, physician information and others. The auxiliary services include surgical and post-operative supplies, orthopedic fittings, convalescent appliances, and clinical laboratory analyses, to name a few.

The pharmacies, which were cited as examples represented a general cross-section of environments—small town, rural, metropolitan, shopping centers, neighborhood and medical center.

Dr. Ryan concluded by outlining methods used by some pharmacies in marketing their services via newspaper ads, direct mail, catalogs, etc.

The session was concluded with an illustrated program on "Bioavailability: Its Importance in Determining Product Equivalence." The moderator was John J. Palya of Wyeth Laboratories and two reactors: William M. Oakley of New Bern and Donald Miller of Morganton.

An unanticipated ice storm delayed the TMA-sponsored golf tournament until the following day. Entertainment (bingo and The Barbara Berry Singers) sponsored by the Wholesale Druggists of North Carolina completed the day's activities.

RESULTS OF GOLF TOURNAMENT

An ice storm on the day of the scheduled TMA-sponsored golf tournament in Pinehurst delayed the event by one day. Of the 44 participants, TMA Golf Chairman Len Phillipps (Owens-Illinois) announces the winners to be as follows:

1. TMA

Low Net: John Hammett 70 and John Alexander 70 (tie)

High Net: Elliott Morton 75

2. NCPHA

Low Net: David D. Claytor 71 and Benny Ridout 71 (tie)

High Net: Ellison Neal 76

3. WOMEN

Low Net: Audrey Kinard 71

High Net: Barbara Buchanan

LOW GROSS

1. TMA—Carlos Fry 74

2. NCPHA—Artemus West 85

3. WOMEN—Lynn Smith 92

HIGH SCORE FOR THE DAY—123—Bob Case

A footnote to Len's Report: Owens-Illinois enjoyed sponsoring the golf tournament this year and looks forward to a repeat at Winston-Salem in 1975.

TUESDAY, MARCH 26

Two panel presentations featured the March 26 morning business session of the NCPHA Convention. The invocation was by Paul Branch of Boone.

Benny Ridout, Pharmacist Consultant for the N. C. Department of Social Services; Frank F. Yarborough, Project Director of Paid Prescriptions, and Robert J. Allen, Pharmacy Coordinator, Division of Mental Health Services, N. C. Department of Human Resources, were participants in a presentation entitled "North Carolina Pharmacy Update."

A review of recently adopted regulations and guidelines covering delivery of pharmacy service to extended care facilities was pre-

(Continued on Page 31)



Officers of the North Carolina Pharmaceutical Association, 1974-'75 (left to right) C. Michael Whitehead, Ramseur, and George H. Edmonds, Greensboro, members of the Executive Committee; Eugene W. Hackney, Lumberton, Third Vice-President; William H. Wilson, Raleigh, President; Lloyd M. Whaley, Wallace, First Vice-President and Tom R. Burgess, Sparta, Second Vice-President.



OFFICERS OF THE TRAVELING MEN'S AUXILIARY, NCPHA 1974-'75: Left to right: L. M. McCombs, Secretary-Treasurer; Carl Geanes, 2nd Vice-President; Ray Black, 1st Vice-President; Canie B. Smith, President. Not shown, David F. McGowan, Assistant Secretary-Treasurer.

PINEHURST CONVENTION

sented by William T. Williams, Chairman of the NCPHA Committee on Institutional Pharmacy, and J. W. Bradley, III, Pharmacist Consultant, Division of Facility Service, N. C. Department of Human Resources.

Dean George P. Hager of the UNC School of Pharmacy discussed the School's progress for the past year and his pending retirement as head of the School on July 1.

He was followed by W. Joe Davis, III, of Raleigh, head of Creative Services Associates, whose topic "How to Create a Positive Image" will be published in *The Journal* at a later date.

Comments by W. J. Turenne, Editor of *Lilly Digest*, the concluding speaker for the Tuesday AM session, follows:

"Today's community pharmacy may, from an outward look, resemble the corner drug store of yesterday in terms of the friendly smile and courteous service that one receives—but the pharmacist of today practices in a vastly more complex professional environment than his predecessor.

"Certainly clearly definable trends exist which illustrate the dramatic changes that have taken place in the practice of community pharmacy. For example, pharmaceutical and medical research during the past two decades have provided many new and potent medications. The community pharmacist of today has the responsibility of sifting through an avalanche of technical information to best serve the needs of other health professionals and to assure the patient's proper use of prescribed medications.

"The net effect of these changes underscore the increased time demands on the professional role of the pharmacist of today.

"In this environment he must be even more acutely aware of operating efficiencies, for his economic survival depends on his ability to perform needed pharmaceutical services."

TUESDAY, MARCH 26 Afternoon Session

Thomas R. Burgiss presided during the final business session of the 94th annual meeting of the NCPHA.

For the most part, the session was devoted to a review (reports) of Association activity initiated or completed in recent months. Reporting were

H. C. McAllister, Chapel Hill
W. J. Smith, Chapel Hill
Donald V. Peterson, Durham
Claude U. Paoloni, Chapel Hill
Robert B. Hall, Mocksville
B. Cade Brooks, Fayetteville
Jack G. Watts, Burlington
Rex Paramore, Nashville

RESOLUTIONS ADOPTED

(following presentation by L. M. Whaley,
Chairman)

1. SUBJECT: PROMPT DISSEMINATION OF PRICE INCREASES

WHEREAS, payment of Medicaid prescriptions in North Carolina is based on cost, as listed in Red Book and supplements thereto, and

WHEREAS, there is a considerable time lapse between an announcement of price increases and when these new prices are published in the Red Book and supplements thereto, and

WHEREAS, reimbursement to the pharmacist by the Administrator of the Medicaid Prescription Program is based on the published price, and

WHEREAS, some manufacturers apparently do not realize the necessity of notifying the publisher of the Red Book and supplements thereto as promptly as the information is sent to wholesale druggists and pharmacists; therefore

BE IT RESOLVED, The North Carolina Pharmaceutical Association bring this problem to the attention of pharmaceutical manufacturers so that they may take appropriate action to assure the prompt dissemination of price changes to the publisher of *Red Book* and supplements thereto.

(Continued on Page 33)



Pharmacist/Senator John T. Henley (extreme left) pictured with Pharmacist/Representative Barney Paul Woodard (3rd from left) and these NCPHA convention attending Representatives of Burroughs Wellcome Company: Jack F. Munroe, Jr., Sales Promotion and Training Manager; Terry W. Stevens Assistant to Sales Promotion Coordinator and Charles H. Hickman, Regional Sales Manager.



Officers of the Woman's Auxiliary who were installed at the March 27 annual business session, are (from right to left): Mrs. Bruce R. Medlin, Charlotte, Historian; Mrs. James R. Hickmon, Fayetteville, Advisor; Mrs. A. C. Dollar, Winston-Salem, Parliamentarian; Mrs. W. J. Smith, Chapel Hill, Coordinator; Mrs. A. H. Mebane, III, Greensboro, Treasurer; Mrs. W. G. Thames, Hope Hills, Advisor; Mrs. Loy M. McCombs, Creedmoor, 2nd Vice-President; Mrs. J. Weaver Kirkpatrick, Waynesville, President; Mrs. J. Cody Newton, Fayetteville, Recording Secretary. Mrs. M. E. Hedgepeth, Henderson, 1st Vice-President, was unable to be present.

PINEHURST CONVENTION

2. SUBJECT: PRESCRIPTION PRICE POSTING

WHEREAS, the North Carolina Public Interest Research Group advocates the mandatory posting of prescription prices, and

WHEREAS, the posting of a list of prescription drugs can be misleading, will create confusion and contribute to a curtailment of needed professional services, and

WHEREAS, the objective of the sponsor will not be realized from the price posting of a list of prescription drugs, and

WHEREAS, the present policy of the North Carolina Pharmaceutical Association, based on action of the NCPHA Executive Committee, is in opposition to prescription price posting, therefore

BE IT RESOLVED, the North Carolina Pharmaceutical Association endorse the action of the Association's Executive Committee as reflecting majority member opinion on prescription price posting, and

BE IT FURTHER RESOLVED, that this action by Association members, in convention assembled, be transmitted promptly to the entire NCPHA membership.

3. SUBJECT: HEW'S LOWEST COST PROPOSAL

WHEREAS, H.E.W. has proposed a reimbursement policy on drugs at the lowest cost at which the drug is generally available unless there is a demonstrated difference in therapeutic effect; and

WHEREAS, implementation of such a policy will lower the quality of medication for recipients of HEW funded programs, will adversely effect the prescribing habits of physicians and the dispensing practices of pharmacists, and from an administrative standpoint, will be costly and difficult to implement, and

WHEREAS, limiting the dispensed drug to the lowest cost would in many instances lower the quality and therapeutic equivalence of the dispensed product, the end result being directly opposite to HEW's cost-saving pro-

posal, and

WHEREAS, this proposal would necessitate a reduction in pharmaceutical research and development programs which, in the past, have been responsible for major life-saving, life-extending drug discoveries, therefore

BE IT RESOLVED, the North Carolina Pharmaceutical Association oppose HEW's "lowest cost" proposal since it will adversely effect doctor/pharmacist/patient relationship far out of proportion to any economic benefits to be realized; and

BE IT FURTHER RESOLVED that members of North Carolina's Congressional delegation in Washington be notified of this action taken by the N. C. Pharmaceutical Association.

4. SUBJECT: COMMENDATION OF DEAN GEORGE P. HAGER

WHEREAS Dr. George Phillip Hager, Dean of the School of Pharmacy of the University of North Carolina at Chapel Hill has voluntarily rendered his resignation from the deanship of that School, and

WHEREAS, he is a respected leader in all aspects of the pharmacy profession not only in the State of North Carolina, but on a national and international basis as well, and

WHEREAS, Dean Hager has so unselfishly dedicated his life, his energies and his dreams to us, therefore

BE IT RESOLVED, he be recognized by the North Carolina Pharmaceutical Association for his superb contributions to that institution since his assumption of the position of Dean, January 1, 1966, and

BE IT FURTHER RESOLVED, the pharmacists of North Carolina, here today assembled, offer this resolution as a sincere token of our esteem and respect to this great educator, scientist, and humanitarian.

5. SUBJECT: COMMENDATION OF BURROUGHS WELLCOME COMPANY

WHEREAS, Burroughs Wellcome Company, in an effort to upgrade the quality of med-

(Continued on Page 34)

PINEHURST CONVENTION

ical education programs on prime-time television, sponsored an outstanding show—"I am Joe's Heart"—in the top 100 markets in late January and early February, and

WHEREAS, Burroughs Wellcome Company, in addition to scheduling the show on six North Carolina television stations, provided excellent pre-show publicity to all pharmacies of North Carolina, and

WHEREAS, the half-hour show included two thirty-second salutes to pharmacy which emphasized the professional role of the pharmacist, and

WHEREAS, post-reaction to the show has been very favorable, indicating a high degree of acceptance on the part of the viewing public, therefore

BE IT RESOLVED, the North Carolina Pharmaceutical Association commend Burroughs Wellcome Company for its sponsorship of the television show—"I am Joe's Heart"—and to extend its cooperation and support in similar endeavors in the future, and

BE IT FURTHER RESOLVED, that a copy of this resolution be forwarded to appropriate officers of Burroughs Wellcome Company.

6. SUBJECT: PHARMACY OWNERSHIP

WHEREAS, Pharmacy is a profession, and

WHEREAS, it is the best interests of the public and the Profession of Pharmacy that the profession remain in the hands of pharmacists, and

WHEREAS, it is in the best interest of the patient to know his or her pharmacists, and

WHEREAS, a prescription is more than a commodity and should be treated as such, therefore

BE IT RESOLVED that the North Carolina Pharmaceutical Association go on record as favoring the North Dakota State Board's decision to restrict drug store ownership to pharmacists and that we make our wishes known to our own State Board of Pharmacy

for consideration. (Submitted by Joe Barbour, Jr. of Burlington and adopted as amended.)

7. SUBJECT: APPRECIATION

WHEREAS, the 94th Annual meeting of the North Carolina Pharmaceutical Association and its Affiliated Auxiliaries has been an unqualified success; therefore

BE IT RESOLVED that the North Carolina Pharmaceutical Association express its grateful appreciation to:

1. The "Pharmacy Family" of Moore County, without whose loyal assistance and cooperation this meeting could not have been so fruitful and productive;
2. The Service Wholesale Druggists of North Carolina, for their entertainment on Monday evening, which did much to enliven the Convention;
3. The Traveling Men's Auxiliary, who will be treating us to the humor of Ray Wilkinson and the music of Ed Turbeville on this closing night of the meeting;
4. The Woman's Auxiliary, who always enhance the meeting;
5. Individuals who have contributed many tedious hours providing touches of beauty and interest during the entertainment features, such as dinner favors, decorations, etc.

BE IT FURTHER RESOLVED that this appreciation be made known to the above through providing copies of this resolution to them.

OFFICER NOMINEES

(Nominees submitted by B. Cade Brooks, Chairman of the Committee on Nominations)

First Vice-President: Thomas R. Burgiss of Sparta and Paul Branch of Boone.

Second Vice-President: Eugene W. Hackney of Lumberton and Marion B. McCurdy of Mebane.

Third Vice-President: G. Haywood Jones of Zebulon and Herman Lynch of Dunn.

Member of the Executive Committee, 1 year term: Marsha Hood Brewer, Pine Hill; Virginia Callahan, Asheville; John A. Dawson, Jr., Charlotte; Kenneth Edwards, Stan-

tonsburg; William H. Mast, Henderson; and Alfred Gene Smith, Elizabethtown.

Member of the N. C. Board of Pharmacy, 5 year term: W. H. Randall, Lillington, and C. Louis Shields, Jacksonville.

For directors of the N. C. Pharmaceutical Research Foundation: David D. Claytor, Greensboro; James L. Creech, Smithfield; John C. Hood, Jr., Kinston; J. C. Jackson, Lumberton; A. P. Rachide, Jacksonville; Ralph P. Rogers, Jr., Durham; B. R. Ward, Goldsboro; and Waits A. West, Roseboro.

TIME AND PLACE

The Time and Place Committee recommended (1) that NCPHA members be surveyed in regard to a cruise-type or air-flight type convention in 1977 or if a majority of voting members register opposition to this proposal, (2) to schedule the 1977 Convention in Greensboro.

The 1975 Convention will be held in Winston-Salem (April 13-15) and in 1976, Wilmington has been selected as the convention city.

Mrs. James R. Hickmon, President of The Woman's Auxiliary, summarized the highlights of the Auxiliary's program for 1973-'74. During the year, Mrs. Hickmon traveled more than 4000 miles in the state which is one indication of the organization's widespread activity program.

REGISTRATION

The Convention Manager/Registrar, A. H. Mebane, announced that total registration, despite negative factors, such as the shortage of gasoline and weather (limited 1-day registrants), was 390. The pharmacist registration was up from 1973.

OFFICER INSTALLATION

Officers for the Association year (March 27, 1973 through April 15, 1975) were installed by W. D. Welch of Washington.

W. H. (Bill) Wilson of Raleigh was installed as President of the NCPHA. Serving with him will be Lloyd Milton Whaley of Wallace, First Vice-President (President-Elect); Tom R. Burgiss of Sparta, Second Vice-President; and Eugene W. Hackney of Lumberton, Third Vice-President.

Three Executive Committee members-at-large were installed: George H. Edmonds of Greensboro, Joe C. Miller of Boone, and C. Michael Whitehead of Ramseur.

W. J. Smith of Chapel Hill continues as Executive Director of the NCPHA and Editor of *The Carolina Journal of Pharmacy*.

The installation followed Committee reports as follows: N. C. Board of Pharmacy, H. C. McAllister, Chapel Hill; N. C. Pharmaceutical Association, W. J. Smith, Chapel Hill; Committee on Community Pharmacy, Donald V. Peterson, Durham; Continuing Education and Tripartite, Claude U. Paoloni, Chapel Hill; Consolidated Pharmacy Loan Fund, Robert B. Hall, Mocksville; NCPHA Institute/Endowment Fund, B. Cade Brooks, Fayetteville; Public Relations, Jack G. Watts, Burlington; N. C. Pharmacy Political Action Committee, Rex Paramore, Nashville; Resolutions, Lloyd M. Whaley, Wallace; Nominating, B. Cade Brooks, Fayetteville; Time and Place, L. M. Whaley, Wallace; Woman's Auxiliary, Mrs. James R. Hickmon, President, Fayetteville; and Convention Report, A. H. Mebane, III, Greensboro.

It was announced that the 1975 meeting will be held at the Winston-Salem Hyatt April 13, 14 and 15.

EVENING ENTERTAINMENT

The evening entertainment consisted of a variety show sponsored by The Traveling Men's Auxiliary of the NCPHA, featuring TV Personality Ray Wilkinson and Ed Turbeville Orchestra.

Dear Mr. Smith:

I want to thank you for the opportunity to deliver the address of welcome to the delegates of the 1974 annual convention of your Association.

Lib and I enjoyed the evening more than anything we have attended in a long time. You are to be complimented for the excellent planning and organization demonstrated in the opening session of the convention.

Billy G. McKenzie, Chairman
Pinchurst Village Council

MOMENTS TO REMEMBER

The Pinehurst Convention—1974
by

Mrs. James R. Hickmon, President
NCPHA Woman's Auxiliary

Hospitality: The gentle rolling Sandhills of Pinehurst with dogwoods and azaleas in full bloom welcomed us to the convention. Betsy Mebane, Woman's Auxiliary Convention Chairman, her husband, Al, NCPHA Convention Chairman, and the Hospitality Committee, greeted us with big smiles in the beautiful lobby of the Pinehurst Hotel.

Awards: Many outstanding contributions to the profession of Pharmacy were recognized on Sunday night at the Awards Session.

Banquet: Unique, beautiful terrariums and lovely spring flowers filled the tables in the ballroom for the Sunday night Awards Session. We feasted on a delicious array of food and enjoyed the good fellowship that abounds at our conventions. Entertainment was provided by a group from the UNC Music Department. What a thrill it was to hear and enjoy this contemporary group, who sang some old favorites as well as new ones. At the close of the evening, Edwin Fuller was announced as our 1974 Pharmacist-of-the-Year. His wife, Elaine, one of our own past-presidents, was aglow with pride as this deserving honor was bestowed upon her husband.

Coffee at the Country Club of N.C.: We didn't let a little rain dampen our spirits one bit! Loading into cars, we arrived at the Country Club of N. C. for a Coffee on Monday morning. The table was beautifully decorated with seasonal flowers. The piping hot coffee and sweet rolls were delicious. We enjoyed the chance to mingle and make new friends as we looked out on the glistening golf greens. En route, the lovely homes and winding streams with waterfalls were so pleasing to the eye.

Tour of Clarendon Gardens: Because of rain our tour of the gardens was cancelled. However, this gave us an opportunity to visit the local attractions and shops in the area. Our choices were numerous: World Golf Hall of Fame, Jugtown, The Shaw House, Midland Crafters, The Sandhills Woman's Exchange,

and others. Returning to the hotel late in the afternoon, we proudly "showed off" what we had purchased.

Entertainment Monday Night: Everyone got a BINGO card and listened to our caller say "66-clickity-click." BINGO resounded through the hall time and time again as excited lucky winners stepped forward to receive numerous prizes given by the Wholesale Druggists of N. C. We were then entertained by the Barbara Berry Singers. Their hand-clapping, sing-along songs were a treat for all. Then more BINGO. With one eye on the TV watching N.C. State win the national championship, and the other eye on our Bingo card, we ended the night with prizes to take home, and memories of a fun-night, thanks to the N. C. Wholesale Druggists.

Luncheon and Business Session: Tuesday's luncheon served in the ballroom was a time to enjoy good food at tables lavishly decorated with Easter arrangements under the guidance of Bernice Brooks and members of the Cape Fear Pharmaceutical Auxiliary. During the meal we were entertained by Greg Brooks, son of Bernice and Cade Brooks, and Sunday Bereh. Their dance routines were delightful to watch.

An inspiring invocation by Margaret Hager preceded the Memorial Service conducted by Ida Wells in tribute to Mrs. P. A. Hayes, a past-president who had passed on. A delightful greeting by Lou Culbreth provided a hospitable tone for the Business Session.

We listened with pride to the reports of the committees, and were pleased that we had spent over 2,000 hours of INVOLVEMENT in our projects of Mental Health and Mental Retardation. Then nominations and the President's pictorial report were followed by an inspiring installation of officers by Eric Cocolas, retiring board member, who made us aware of the achievement of the past year and the promise of continued success in the coming year.

As we listened carefully to Pinky Jackson, a past-president, the excitement grew as she told of the accomplishments of one of our members. It was not until the end of her remarks that she announced that the Woman's Auxiliary was honoring Lou Culbreth

with a Life Membership, an honor she well deserved.

With the help of our charming Pages, door prizes were presented to lucky members. Thus closed the 47th Annual Business Session of the Woman's Auxiliary of the NCPHA.

Tuesday Evening: TV Personality Ray Wilkinson entertained with his colorful and humorous true experiences from his interesting personal life. Then with our dancing shoes on, we danced the night away to the music of Ed Turbeville's Orchestra. His repertoire of music was a delight to hear

and dance to. Thanks to the TMA for a fun-filled night.

IT WAS A GREAT CONVENTION! We are indeed grateful and indebted to each and everyone who worked to make it one of the best conventions yet. Our thanks to the Convention Committees, the Pages, the sponsors of our activities, the registrars, the members of the Woman's Auxiliary, the NCPHA, the Wholesalers, and the TMA. To Vivian and W. J. Smith, and the Institute staff, who were everywhere and always there to help, a special thanks!

Position Available: Assistant to Director, Continuing Education Program, School of Pharmacy, University of North Carolina

Responsibilities: Supervision of Pharmacy Laboratories.
Pre-lab lectures, examinations.
Participate in Continuing Education activities;
Work in Pharmacy Audio tape Service; Supervise Audio-Visual Aids

Qualifications:

- A. Knowledge, Skills and Abilities
 1. thorough knowledge of Pharmacy Practice
 2. thorough knowledge of compounding prescriptions and drug products
 3. Ability to teach
 4. Ability to maintain effective working relationships with others
- B. Desirable Experience and Training
 1. Graduate of an accredited School of Pharmacy, preferably the University of North Carolina and living in Orange County or adjacent county
 2. Is a registered pharmacist or qualified to become registered in State of North Carolina
 3. Is knowledgeable with audio-visual equipment and its utilization; to record, edit, and prepare tapes for learning purposes

Apply by sending curriculum vitae, transcripts, and names of three references to:

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University of North Carolina
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OF THE AUXILIARIES

- Charlotte—Mrs. T. K. Steele
- Greensboro—Mrs. Wyndham Dukes
- Chapel Hill—Mrs. LeRoy Werley
- Pharmacy Student Wives—Mrs. George Cocolas
- New Hanover—Mrs. James Mitchener

CHAPEL HILL

In January the Chapel Hill Auxiliary held a luncheon at the Institute of Pharmacy to honor State Auxiliary President Pat Hickmon. Lloyd Senter spoke about the work of the South Orange Rescue Squad and the construction of their new Squad Building.

On March 5 the Institute was the scene of the Auxiliary's very successful benefit bridge. Many beautiful prizes and favors were donated by local businessmen and \$200 was raised for the building fund of the South Orange Rescue Squad.

In April husbands joined the auxiliary members for a pot-luck supper at the Institute of Pharmacy. New officers were elected at a short business meeting.

The officers will be installed at the May 7 meeting, where the members will also hear a program on home canning and freezing.

CHARLOTTE

The Charlotte Woman's Auxiliary of the NCPHA held its April meeting at the YWCA with Mrs. Robert Lewis, president, presiding. Mrs. Bruce Medlin presented the devotional.

Mrs. Newton Etheredge introduced Florence Morrow, Wig Consultant at Iveys, who presented an interesting program and demonstration on the styling and care of wigs, using members as models.

During the business session, the Auxiliary allocated money as follows: \$505 to the School of Pharmacy for a scholarship tuition; \$100 to the library at UNC-C for books on pharmacy; \$100 to Boys' Town of Pineville; \$100 to the Institute of Pharmacy toward the purchase of a range for the kitchen.

In other business, the Auxiliary voted to accept Janice Dinmick as the recipient of their scholarship next year. Mrs. Leslie Barnhardt presented proposed amendments to the By-Laws, which will be voted on in May. Mrs. Lewis reported on the annual convention held at Pinehurst.

Officers were elected for next year as follows: President, Mrs. Harry Bizzell; 1st Vice-President, Mrs. W. D. Smith; 2nd Vice-President, Mrs. Don Weathers; Recording Secretary, Mrs. W. B. Hawfield; Corresponding Secretary, Mrs. Bruce Medlin; Treasurer, Mrs. John F. Morton; Parliamentarian, Mrs. Leslie Barnhardt; Historian, Mrs. Charles Jarrett; Advisor, Mrs. Robert Lewis.

GREENSBORO

The March meeting of the Greensboro Drug Club Auxiliary was held at the Greensboro Country Club with Mrs. Jack Upton presiding in the absence of Mrs. David Montgomery, president.

The Invocation was given by Mrs. Carroll C. Graham. Following the luncheon, Dr. Martha Sharpless spoke on Poison Prevention and Control.

Mrs. Upton, Program Chairman, discussed plans for the April meeting when members will entertain husbands for dinner at Laners Gate. The May meeting is scheduled for the Country Club and will include Installation of Officers for the new club year.

Mrs. Dale Bracker, Ways and Means Chairman, reported on the Old and New Sale, stating that most goods were sold by 12 noon after a 10:30 a.m. opening.

Mrs. Graham, Chairman of the Nominating Committee, presented the following slate of officers, which was accepted as submitted: President, Mrs. David Montgomery; Vice-President, Mrs. W. P. Brewer; Secretary, Shirley Barriek; Treasurer, Mrs. Dale Bracker; Chaplain, Mrs. J. Frank Piekard; Historian, Mrs. George Edmonds.

PHARMACY (Student) WIVES ORGANIZATION

Shirley Wright (Mrs. Keith), a senior wife who wanted to see Pharmacy Student Wives in action before leaving Chapel Hill, has realized her desire.

Shirley started a personal campaign to contact Student Wives and was pleasantly surprised by her response.

For the past year, the Club had been inactive. Thanks to Shirley's enthusiasm as well as advice and willingness to help from Eric Cocolas and Vivian Smith, the future of the club looks bright.

The group has had several very successful projects including a bake sale, a rummage sale, a project of making tray favors for hospital patients, etc. Future plans include a dinner and installation of new officers as the final school year function.

PHARMACY STUDENT WIVES

Mrs. James R. Hickmon, immediate past-president of the NCPA Woman's Auxiliary, installed officers for the Pharmacy Student Wives organization, at a dinner meeting held at the Institute of Pharmacy, April 27th.

Officers to serve for the 1974-75 school year are: President, Mrs. Jeffrey Blanchard, Warner Robins, Georgia; 1st Vice-President, Mrs. Daryl Blackburn, High Point; 2nd Vice-President, Mrs. Darry Wester, Louisburg; Secretary, Mrs. Bill Eason, Rocky Mount; Treasurer, Mrs. Les Alsop, Asheville; Historian, Mrs. Don Heaton, Raleigh; Advisor, Mrs. George Cocolas, Chapel Hill. Guests at the dinner included husbands of the members, Jim and daughter Becky Hickmon of Fayetteville, Dr. Cocolas, and Mr. and Mrs. W. J. Smith.

NEW HANOVER COUNTY

The April meeting of the New Hanover County Pharmaceutical Auxiliary was held at Tuesday's Restaurant and featured the Installation of Officers for the new year.

Mrs. Milton Whaley, wife of the NCPA President-Elect, conducted the Installation. New officers are as follows: Mrs. Les Collins, President; Mrs. John Bullock, Vice-President; Mrs. Larry Hovis, Secretary; Mrs. Lindsay Odom, Treasurer; Mrs. James Michener, Historian; and Mrs. Hobart Whaley, Projects Chairman. Each new officer received a corsage bearing the symbols of her office.

The Auxiliary was happy to welcome two new members, Mrs. H. Crayne Howes and Mrs. Mike Wellons.

WAKE COUNTY PHARMACEUTICAL ASSOCIATION

Frances Morisey, Secretary

The Wake County Pharmaceutical Association met on Tuesday, April 2, 1974, at Balentines Restaurant. There were 24 members and guests present for the dinner meeting.

Frank Yarborough called the meeting to order and introduced our speaker for the evening, Bill Randall of Lillington. Mr. Randall, a member of the Board of Pharmacy, spoke to us about the responsibilities, philosophy, and activities of the Board.

Minutes of the last meeting were read and approved. Treasurer Roger Crane reported current balances of \$379.49 in checking and \$478.64 in savings. We now have 109 paid members and 3 paid interns.

President Jerry Johnson recognized and welcomed visitor Brian Roberts from New York whose father is associated with Burroughs Wellcome in the Research Triangle Park.

Frank Yarborough introduced our newest member, Shelton Brown. Mr. Brown recently moved to Raleigh from Clinton, N. C. and will be working with Paid Prescriptions.

Frank Yarborough, who is Wake County chairman for the North Carolina Pharmaceutical Research Foundation, asked our support in providing contributions to the Foundation during the current fund raising campaign. Individuals were urged to make their contributions directly to Frank.

DURHAM-ORANGE PHARMACEUTICAL ASSOCIATION

Guest speaker at the May 9 meeting of the Durham-Orange Pharmaceutical Association was Dr. Bill Hall, Group Leader for Research & Development, Burroughs Wellcome Company, Greenville.

Dr. Hall discussed PMA's recently announced position on drug sampling, incentive

gifts and prizes, and training programs for medical service representatives. The Association voted to support H. R. 14392 introduced by Congressman Andrews "to amend the Internal Revenue Code of 1954 to exclude from gross income the amount of certain cancellations of indebtedness under student loan programs."

CLASSIFIED ADVERTISING

Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

In replying to "blind" ads, address Ad. No. _____, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514

WANTED—A spirit-filled Christian pharmacist for an established pharmacy, part ownership, no cash necessary. QMG-6.

WANTED—A pharmacist to work or buy a well established drug store in a town with about 20,000 population in eastern part of the state. LMEC-6.

Manage your own store or start as co-owner with right of full ownership if desired. Located in growing community near Asheville. Only drug store in town with new medical clinic and locally owned 60 bed nursing center. Attractive proposition to ambitious pharmacist. Call 704-749-5971 after six.

PHARMACIST WANTED—To manage shopping center pharmacy in Central North Carolina town. Opportunity for buy-in on favorable terms to right party. This is an above-average position with unlimited chance for advancement. Additional details from: FR-5.

MARRIAGES

Hocutt Memorial Baptist Church in Clayton was the setting of the March 23 marriage of Miss Donna Ann Flowers and Richard Thomas Crowder.

The bride is a medical secretary for two Raleigh doctors. The bridegroom is a 1973 graduate of the UNC School of Pharmacy and is associated with Beddingfield Drug Company of Clayton.

Miss Phyllis Ussery Huffman and Henry Neill Graham of Charlotte were married March 9 at the Moravian Little Church on the Lane.

Mrs. Graham is secretary at the Little Church on the Lane. Pharmacist Graham, a graduate of the UNC School of Pharmacy, is a major in the United States Army Reserve and president of Graham Ceramics.

Miss Elizabeth Jane Warner and David Lloyd Ballard were married April 6 in Love's United Methodist Church of Walkertown. Mr. Ballard, UNC School of Pharmacy graduate, is with Revco Drug Stores of Winston-Salem. Mrs. Ballard is a student of respiratory therapy in the Allied Health Division of Forsyth Technical Institute.

DEATHS

J. M. Pinnix Jr.

John Marshall Pinnix Jr., 63, of Kernersville died April 12. He had been in declining health for several years.

Since 1963, he had been a partner in Pinnix Drug Store, Kernersville, which his father founded in 1904. From 1961 thru mid-February 1970 he served as a member of the Kernersville Board of Alderman.

Survivors include a son, J. M. Pinnix III, and a brother, Joe L. Pinnix Sr.

Pharmacist of the Year Dinner honoring Edwin R. Fuller, June 29 at the Holiday Inn, Salisbury.

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ROOFTOP VIEW OF A PHARMACY—You are familiar with the usual front entrance view of your pharmacy but growing more common is this one taken from the roof of Smith's Drugs, KM Plaza, Kings Mountain.

In this instance, most of the loss was sustained through damage to the building and rain which damaged merchandise adjacent to the rooftop entrance. Smith's manager, Pharmacist Terry Heatherington, reported two bottles of Nembutal taken in the robbery. Two boxes of syringes were found atop the suspended ceiling which police believe were simply forgotten by the thieves in their haste to escape.

With the growing installation of electronic alarm devices, thieves are bypassing front and rear pharmacy entrances to gain Controlled Substances. Increasingly, the favorite entrance is the one pictured.

Currently, North Carolina pharmacy robberies, involving drugs, average one a week.

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Each Pulvule® contains 65 mg. propoxyphene hydrochloride, 227 mg. aspirin, 162 mg. phenacetin, and 32.4 mg. caffeine.

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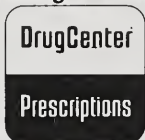
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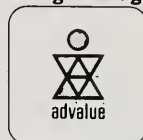


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The Carolina JOURNAL OF PHARMACY

June, 1974

Vol. LIV

No. 6

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MUTUAL DRUG SALES PASS \$19 MILLION MARK

The more than 300 stockholders, wives of stockholders and guests who attended the annual meeting of North Carolina Mutual Wholesale Drug Company (Chapel Hill, May 15) received an impressive report covering the company's operation for the year ending March 31, 1974.

Annual sales: \$19 million plus
Sales increase: 20% over previous year
Total rebates: \$2 million plus
Stockholders: 258
Employees: 90

Computer facility to be enlarged
Warehouse facility to be expanded
141 stores in advertising program
Gift Show scheduled in Raleigh in July
President Banks Kerr and Executive Vice President (Manager) Ralph P. Rogers, Jr. were commended for their outstanding effort in supervising what is now one of the largest wholesale drug operations in the United States.

To provide for further expansion of the operation, announcement was made that Mutual has purchased eight acres of land presently adjoining the firm's Durham warehouse.

Each lady present received a ceramic mortar and pestle and numerous prizes were awarded.

INSTITUTE OF PHARMACY RECIPIENT OF UNIQUE FUND- RAISING PROJECT INITIATED BY N. C. MUTUAL WHOLESALE DRUG COMPANY

As a result of a unique fund-raising project, the North Carolina Institute of Pharmacy received \$1480.00. The money will be used to partially defray expense of renovating two rooms in the Institute, soon to be vacated by the N. C. Board of Pharmacy.

The N. C. Mutual Wholesale Drug Company of Durham put together a package of merchandise valued at \$1400. Chances towards the \$1400 package were sold to Mutual's stockholders at \$10 each (148 participated).

S. C. Morris of the Morris Drug Company, Bayboro, won the merchandise. And the In-

stitute will receive a check from Mutual after all the financial transactions have been completed.

Since \$5000 will be needed for the project, the chairman, B. Cade Brooks of Fayetteville, will welcome suggestions for programs/projects to secure the additional needed funds.

FOUNDATION FUND DRIVE

As of April 30, current contributions to the N. C. Pharmaceutical Research Foundation totaled \$10,199.

This represents a 2% gain over 1973 but a 59% decrease as compared to 1972. Individual contributions (number) were 500 in 1972, 338 in 1973, and 255 so far this year.

Contributions varies from \$5 (25) to \$150 (1) and \$100 (13). The goal is an average of \$10 per pharmacy.

SUMMER VISIT FOR THE ROLLINS

Pharmacist Stuart Rollins of Winston-Salem is on a 6-weeks self-education-vacation to Europe, Africa and Great Britain with his wife and son.

The Rollins' will visit a number of pharmacy dispensaries and pharmaceutical firms (Burroughs-Wellcome, Ciba-Geigy) and a UNC Pharmacy Graduate, Maynard Newman, in London.

PHARMACY CLOSED

Bissette's Drug Store #4, 420 West Thomas Street, Rocky Mount, was closed on May 14. The prescription inventory and files were purchased by Almand's Drug Store.

PHARMACIST O'NEAL OFFICIATES AT HOSPITAL GROUNDBREAKING CEREMONY

The new 23-room addition to the Pungo District Hospital, Belhaven, got underway on May 11 when Pharmacist W. P. O'Neal turned the first spade of dirt at groundbreaking services.

Mr. O'Neal, a former mayor of Belhaven, is chairman of the hospital's board of trustees.

Pungo Hospital services a large area of Eastern North Carolina including eastern Beaufort, Hyde and parts of Washington counties.

A TRIBUTE TO GEORGE HAGER. **not a farewell**

More than two hundred friends and associates assembled in Chapel Hill on May 13 to pay tribute to UNC Pharmacy Dean George P. Hager, who is retiring on July 1.

Program participants included Reverend Frank C. Perry, Pastor of the Holy Trinity Lutheran Church, Chapel Hill; William H. Wilson, President of the NCPHA; William H. Randall, President of the N. C. Board of Pharmacy; Dr. Cecil G. Sheps, Vice Chancellor for Health Sciences, UNC; and N. Ferebee Taylor, Chancellor of the University of North Carolina.

Leroy D. Werley, Jr., Assistant Dean of the UNC School of Pharmacy, was master of ceremonies for the dinner program held at the Carolina Inn.

Quoting from the dinner program "it is usually fitting at a testimonial like this to list the tributee's accomplishments. But in this case, they are so impressive, diverse and numerous that this entire space would amount to a listing showing chairman, recipient, member or some other titles of this or that federal, national, international, state or local organization."

Typical of the tributes were these by Chancellor Taylor:

I am delighted to have this opportunity to express, on behalf of us all, our very deep appreciation for all that George Hager has meant to this University community. Although he will soon be completing eight and a half years as Dean of our School of Pharmacy, I have had the opportunity of working with him for only a little more than two years. This, however, has been ample time for me to come to know what an important contribution he has made to the growth and development of our School of Pharmacy, to the pharmacy profession in our State and in the nation, and to the achievement of the mission of this University.

When George Hager came here in 1966, he had already achieved an enviable national reputation in the profession of pharmacy and in scientific circles. His vigorous and far-sighted leadership of our School of Pharmacy has not only brought about a

substantial increase in the number of men and women who are being trained as professional pharmacists to meet the needs of our State, but has also significantly expanded the graduate program and developed a broader strength in the scientific base of the School.

Pharmacy has always played a crucial part in the delivery of health care and, as is true of all professions involved in this complex and important field, it is to be expected that changes will occur in the role of the pharmacy profession. It is appropriate, therefore, that a University such as ours should—in each of the health professions—play a part in helping to discern and anticipate the future by experiments and demonstrations. Through Dean Hager's leadership, our School of Pharmacy has not only kept pace with these problems as they are perceived nationally and in the State, but it has also been in the front ranks—together with our Schools of Medicine, Dentistry, Nursing, and Public Health—in developing demonstrations and training at the frontiers of change.

All of you know of Dean Hager's personal characteristics. He lives and breathes the profession of pharmacy. His work as Dean has been characterized, at one and the same time, by a far-sighted view of the goals and potential of the profession and by thoroughness and meticulous attention to detail. He is possessed of such a deep and pervasive sense of responsibility that, during his illness last fall, some of us were concerned that he was converting his room in the hospital into a satellite Dean's office, and it took some real doing to convince him that he should, in the interest of his own health, desist—for a while at least—from carrying out those responsibilities.

Dean Hager's career is distinguished, not only because of the leadership that he has provided to our School of Pharmacy, but also because of his professional activities on the national scene. He was President of the American Association of Colleges of Pharmacy from 1965 to 1966; and since

(Concluded on Page 7)

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L. M. Whaley

NCPH OFFICERS-ELECT

Lloyd Milton Whaley of Wallace, president-elect of the North Carolina Pharmaceutical Association, will be installed at the Association's annual convention scheduled for Winston-Salem, April 13-15, 1975.

Other officers-elect, who were chosen in mail balloting which has been underway for the past thirty days, are Thomas R. Burgiss of Sparta, first vice-president; Eugene W. Hackney of Lumberton, second vice-president; and Herman Lynch of Dunn, third vice-president.

Three pharmacists were elected to the Association's Executive Committee for one-year terms: Ms. Marsha Hood Brewer of Pink Hill, Kenneth Edwards of Stantonsburg, and Alfred Gene Smith, Elizabethtown.

W. J. Smith of Chapel Hill continues as executive director and managing editor of the CAROLINA JOURNAL OF PHARMACY.

W. H. Randall of Lillington will be recommended by the Association for appointment to succeed himself as a member of the North Carolina Board of Pharmacy.

David D. Claytor of Greensboro, James L. Creech of Smithfield, John C. Hood, Jr.

of Kinston, and Ralph P. Rogers, Jr. of Durham were elected directors of the North Carolina Pharmaceutical Research Foundation.

The Elections Committee, which met in Chapel Hill on May 24 to open, review and tally the results of the mail ballot election was composed of Linda Butler, chairman, F. Randolph Jones, Steve Moore and Lloyd Senter.

PAOLNI SPEAKS TO PHARMACY GROUP

Professor Claude U. Paoloni, Director of Continuing Education, UNC School of Pharmacy, was recent guest speaker at the Lenoir County Pharmaceutical Society.

Paoloni spoke on curriculum changes, the revised intern/extern program and the School's participation in the Area Health Education Centers throughout the state.

Professor Paoloni was also an attendee at the 70th Annual National Association of Boards of Pharmacy meeting held in Atlanta.

A TRIBUTE TO GEORGE HAGER

1967, he has been the National Civilian Consultant for Pharmacy to the Surgeon General of the United States Air Force.

While we are honoring George Hager this evening for his achievements as Dean of our School of Pharmacy, I know that all of you join me in expressing our pleasure at the fact that the Hager family is remaining in Chapel Hill, and that George will continue to contribute to the School of Pharmacy as a senior member of the faculty. It is good to know that he will still be at the School working in other ways for the achievement of the goals to which he has dedicated his life—goals which are important to the University and to all of us.

And now, if I may, I would like to read to you two letters that have been addressed to Dean Hager on this occasion. (Letters of commendation written by Senators Helms and Ervin).

THIS PATIENT REQUESTS THAT
SAFETY CAPS NOT BE USED ON
HIS PRESCRIPTIONS.

..... Date

I, hereby authorize the pharmacists at COMMUNITY DRUG STORE, Inc. to fill my prescriptions in containers with NON-SAFETY closures. I also accept the liability involved.

Signature

ARE YOU READY FOR SAFETY CONTAINERS?

As of April 16, 1974, all prescription drugs will require safety (child-resistant) containers, with the exception of sublingual nitroglycerin. Previously, the only medications requiring such packaging were: preparations containing aspirin, 5% or greater quantity of methyl salicylate, and all controlled substances.

There are two instances in which the safety container regulation does not apply:

1. If the prescriber specifically indicates on the face of the prescription that the child-resistant container is not required.

2. If the patient indicates a preference for a regular container. To protect themselves, pharmacists should have the patient sign a release. This should be done on each and every prescription presented by the patient. Pharmacists may find it helpful to order a rubber stamp containing a statement similar to the following:

"Pharmacist, please do not dispense in safety package

"Patient Name

Date"

Child-resistant containers may not be re-used; among other reasons, re-use may adversely affect the mechanical functioning of the container.

The 3 x 5 card pictured above is currently in use by Pharmacists Stan Tate and Seth Miller at Community Drug Store, Lexington. After completion, the card is filed alphabetically for quick reference. The label at top of card is a duplicate of label attached to appropriate prescriptions.

As an alternative to this general release form, some pharmacists obtain patient's signature on reverse side of each prescription. In this instance, a rubber stamp with appropriate statement will be helpful.

In the case of safety containers not presently available from supply sources, keep a record of your orders and order dates. Later, this information may be needed.

Speedy delivery is a waste of time if your order is filled incorrectly.



You know the feeling — you receive the order, but part of the order isn't what you ordered. The speediest delivery in the world isn't going to help after something like this happens.

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"IS STORE MODERNIZATION PROFITABLE?"

(This is the third in a series of articles by Roland G. Thomas)

The term "modernization" often causes a negative response because of its general connotation; namely, replacing everything old with new and spending several thousands of dollars every ten years or so. Replacing old with new is certainly a part of modernization but it's only that. Any physical change that *improves* space utilization, efficiency, traffic flow, merchandise appeal, control, appearance, etc. is modernization. Replacing old fixtures usually helps most any store but modernization should not stop there.

Modernization has many facets and it begins with a proper attitude, one that is positive and realistic, and modernizing for the right reasons. Perhaps a better definition of modernization would be *any physical change that provides a reasonable return on investment, either directly or indirectly*, for each dollar spent, one should expect to get that dollar back plus a reasonable margin, either by the savings the change created or by the increased profit generated. In essence, we should view modernization as a good investment rather than a business expense. Just how much return on investment will offer depends on (1) how badly the change is needed, (2) the trading area potential, (3) the store's characteristics, and (4) how well the change is planned and carried out.

In short, modernization can be almost anything from cleaning merchandise to painting the walls; from rearranging merchandise to replacing ineffective displays; and from replacing old light bulbs to expanding the store. The list goes on and on and much can be accomplished with little cost.

The results of modernization will vary considerably from one store to another. Most any improvement will pay off, but keep in mind that modernization is only one spoke in the wheel. It is not a panacea. Maximum results will be achieved only when all other aspects of your store are in good order. For example, you can invest thousands of dollars in modernization without increasing profits if your location is deteriorating, or your store is too small to meet your customers' needs, or parking is limited. Modernization will not necessarily guarantee growth in these situations although it may give your store a temporary boost.

Where should you begin a complete modernization of your store? What steps should you take?

Before any major improvements are attempted, your location should first be analyzed. (See "Drug Store Location Analysis" in the September, 1973 issue of the *Carolina Journal of Pharmacy*) Is your store located in a growth area? Do you have adequate parking? Is your store large enough? (Refer to the Lilly Digest to compare sales per square foot between smaller and larger stores) Perhaps your best choice would be to seek another location that offers a greater potential. Next, you should examine carefully the store's over-all performance in sales per square foot, turnover rate, Rx volume percentage of total, department sales, rent factor, salaries, etc. You can compare your data with the Lilly Digest compilation.

If your present location offers the potential, you can then begin your modernization plans. First, you should call in an experienced drug store planning specialist to assist you. His experience and knowledge will be an asset to your business. His reputation, reliability, and years of experience should be checked out thoroughly. He should be capable and willing to provide you with valuable information concerning over-all drug store operation. His layout should be detailed and merchandised. After all, layout is merely the placement of departments and merchandise. The store planner should have good reasons for everything shown on his plans, and you should not hesitate to ask a lot of questions because you will live with the results for a long time. Beware of the one who simply follows directions without offering his advice. He should show a sincere desire to help you accomplish the best results, not just in selling you a store full of fixtures.

Once your plans are finalized, determine the total costs, including building modifications, electrical, plumbing, etc., and the amount of increase in volume required to pay for the modernization. Modernization does not generally increase overhead and often decreases it. Therefore, any additional gross profit generated becomes net profit.

Take full advantage of your complete modernization. Involve your store personnel by showing them your plans and expected results. Plan a sales event and advertise the fact that your store is undergoing improvements for the benefit of your customers. After modernization has been completed, look for ways to improve your store continuously. Modernization should be a day-to-day effort.

Here are additional suggestions to help you keep your store progressive: (1) evaluate your location and store size often, (2) visit other drug stores whenever possible, (3) don't be too quick to copy a new idea without checking its results, (4) don't put off making needed changes, (5) seek professional assistance when needed, (6) keep your store uncluttered, clean, and neat, (7) merchandise properly, (8) adopt promotional programs to help you create the image you want, (9) keep complete records of department activity, (10) utilize your space profitably, (11) use effective layout and decor, and (12) employ friendly personnel who show an interest in your customers' needs. Any improvement, whether physical or operational, should be viewed as a profitable investment, not just another unwanted business expense. By taking the proper steps and looking at modernization for what it really is, modernization has to be profitable.

(Note: Please direct all comments and questions to Mr. W. J. Smith.)



Jubilation reins supreme as ICN's Zack Lyon of Durham came this close to making a hole in one. The event—TMA sponsored golf tournament—took place on one of Pinehurst's world champion golf courses and was a part of the 1974 convention of the NCPHA & affiliated auxiliaries. For the veracity of this report, check with Davol's John Alexander (right) of Atlanta.—Photo by Colorcraft

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NEW PHARMACIES

- (1) The Medicine Shoppe, 600 North Elm Street, Greensboro. A. Omega Dean, pharmacist manager.
- (2) Meadowbrook Pharmacy, Medical Arts Building, Deerfield Road, Boone. Joe C. Miller, pharmacist manager.
- (3) The Town Pharmacy, P. O. Box 244, Leland. David Sherrill, pharmacist manager.
- (4) Cornwell Rexall Drugs, Windsor Shopping Center, Dallas. James David Dalmas, pharmacist manager.
- (5) Village Pharmacy of Robersonville. South Main Street, Robersonville. Franklin A. Measamer, pharmacist manager.
- (6) Clow Drug #2, Highway 301 North, Pine Needle Square Shopping Center, Smithfield. Russell D. Wright, pharmacist manager.
- (7) Medical Arts Pharmacy, 103 Groce Street, Forest City. James Thomas Lamb, pharmacist manager.
- (8) Almand's Discount Drugs, Oakwood Shopping Center, Fairview Road, Rocky Mount. James A. Speight, pharmacist manager.

AIR FORCE PHARMACY MEETING FEATURES DEAN HAGER

Dr. George P. Hager, Dean of the UNC School of Pharmacy, was a featured speaker at the United States Air Force Pharmacy Offices Seminar held at Brooks Air Force Base, Texas.

Dean Hager, as National Civilian Consultant in Pharmacy to the Air Force Surgeon General, spoke on the many new opportunities for pharmacists in more closely integrated roles with other health professionals in patient care. He also presented information regarding developing pharmacist educational specialties now being offered in the various schools of pharmacy.

Accompanying Dean Hager was Professor Leonard Berlow, a retired Air Force Colonel, who is the UNC School of Pharmacy Director of Drug Abuse Education and Public Relations.

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TAR HEEL DIGEST

FUQUAY-VARINA—The A. G. Elliott, Jr. home was partially damaged by fire on May 1. Pharmacist Elliott is owner of Elliott's Pharmacy.

BOONE—Remodeling of Boone Drug Company, front and interior, is underway.

ASHEVILLE—Shelia N. West, the daughter of a prominent political figure, has been arrested and charged with armed robbery of the Skyland Pharmacy and possession of Controlled Substances.

CHINA GROVE—Pharmacist Jessie Beale of Mooresville was guest speaker at a recent meeting of the China Grove-Landis Pilot Club.

ASHEVILLE—James R. Singletary, Jr. has been appointed director of pharmacy services at Memorial Mission Hospital. He is a graduate in pharmacy of the Medical College of South Carolina and received a Doctor of Pharmacy degree from the University of Cincinnati.

MOUNT AIRY—Pharmacist John E. Mills of Wolfe Drug Store heads a committee to study Mount Airy's off-street parking situation and make "realistic recommendations" to improve the available parking in the central downtown business area.

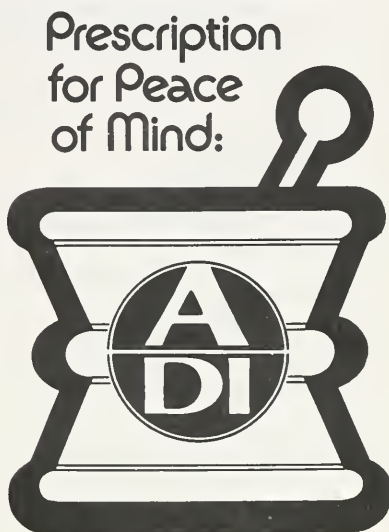
BOONE—Last year 30 farmers in Watauga, Ashe and Caldwell counties earned \$19,000 by selling 50,000 pounds of catnip at 38 cents a pound. In one case, one-sixth of an acre of catnip brought \$355.

DUNN—What is believed to be the first coffee hour ever held to honor a dog was scheduled recently at Butler and Carroll Drug

Store. The honoree was Kojak, a little pekinese.

WILMINGTON—Wendell L. Jones has been named manager of the Walgreen Drug Store to succeed Vincent J. Lindenschmidt.

WHITEVILLE—Controlled Substances were taken in early May at a break-in at Simmons Drug Store. An alarm system alerted local police but the night visitors had departed on arrival of the police.



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First Baptist Church of Salisbury

WELCOME

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Mayor of the City of Salisbury

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GLENN E. KETNER
President, Rowan Investment Company

EDWIN E. KOONTZ
Director, Department of Social Services

ROBERT B. HALL, *Mocksville*
Past-President, North Carolina Pharmaceutical Association

PRESENTATION OF AWARD

W. WHITAKER MOOSE, *Mount Pleasant*
Immediate Past-President, North Carolina Pharmaceutical Association

Program Honoring Edwin R. Fuller of Salisbury as Pharmacist of the Year scheduled at the Holiday Inn, Salisbury, June 29, 7 P.M. locally. Dinner reservations (\$6 per person) available from the Salisbury Merchants Association or direct from the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. 27514

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COMING

CHARLESTON, S. C.
- JULY 28, 29, 30

1974

SPARTANBURG, S. C.
- AUGUST 4, 5, 6

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SPARTANBURG, S. C. - AUGUST 4, 5, 6

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"DRUG EDUCATION—74"

Reported by Steve Moore

"There's a brand new language" and indeed there is in drug education. This sentiment is very evident in "Drug Education—74," a conference held at the School of Pharmacy on May 4-5. No more do we deal in an area that sees drug use as a problem in itself, but in areas that see drug use as an intertwined part of youthful growth experiences and solutions of problems. In aiding youth to resolve their problems and develop greater self esteem, the use of drugs and the situations which nurture their use decrease. In providing positive outlets for youthful enthusiasm and initiative, the negative use of drugs is thereby decreased. Michael Sonnenreich, Vice President of the National Coordinating Council on Drug Education, pointed out the great change in the formerly ominous field of drug education into new areas such as "caring," "feeling," "helping," "loving," and "communicating." Coupled with similar changes in publications, audio-visuals and teaching methods, drug education has progressed from fear and threat to humanistic concern and feeling. Xenia Wiggins from the Southern Regional Education Board pointed the new advances in affective education methods (working with individual needs and values) as opposed to older methods (drug facts and laws) as the manner of accomplishment of this objective. The public school teacher is more fully seen as a caring, interested friend rather than an authoritarian disciplinarian dealing in absolutes.

Techniques utilized to accomplish this are varied. Ann Arrigo, of the Arizona Correction and Reform Department, has utilized dramatic arts as a manner of enhancing self esteem (the lack of which is a definite cause in drug use) and thereby decreasing the need and eventual use of drugs. Jim Schreier, a business instructor at Mount Mary College in Milwaukee, utilizes the technique of dealing with supervisor-employee conflicts as a manner of examining drug problems. Further analysis of drug advertising and distribution methods aid the students in clarifying their values in regard to drug use. Barry Humphreys, of the Greenville City Schools,

utilizes the entire field of health education in order to develop more positive attitudes and ideas in students. Conference participants added many other novel ideas for accomplishing effective drug education techniques.

Though the expertise in the field is growing, money to accomplish these ends is declining from the federal government. This was the message from Dr. John Olsen, the head of the Prevention Division of the National Institute of Drug Abuse. Dr. Olsen further pointed out the necessity of developing local funding sources to accomplish these objectives in the future. Mr. Roy Epps, director of the North Carolina Drug Authority, pointed out the resources and financial capability of his agency to work in drug education in the state, as did Mr. Bob Frye of the Department of Public Instruction.

Yes, there is a brand new language, and included in this is the School of Pharmacy, which continues as a vital force in drug education in North Carolina. As a five-year veteran in this effort, the School continues to serve as a technical assistant to the various agencies in the state working in the field. Drug Education '74 will quickly be assimilated into yet newer efforts in this regard.

MEET THE FASCINATING MEDICINAL PLANTS GROWING ALL AROUND YOU

Dear Arnold and Connie Krochmal:

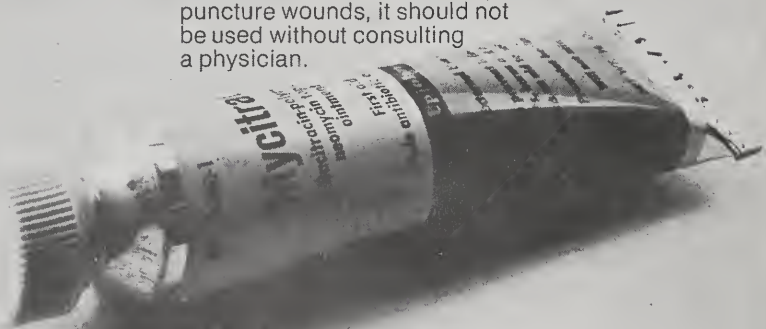
Your book, *A GUIDE TO THE MEDICINAL PLANTS OF THE UNITED STATES*, made my day. It is one of the most interesting books of this type I have ever seen. I spent the whole morning reading it and now I am going back over it. It is truly a professional job by two talented persons.

Bugs Barringer
Garden Editor
Raleigh News & Observer

Book is available from Dalton's Booksellers, Crabtree Valley Mall, 4325 Glenwood Avenue, Raleigh, North Carolina. Price \$9.95.

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ointment
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3 antibiotics,
doesn't sting,
is well
tolerated,
helps prevent
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healing and
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excellent return
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Mycitracin[®]
TRIPLE ANTIBIOTIC OINTMENT

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HOW TO CREATE A POSITIVE IMAGE IN PHARMACY

By W. Joe Davis, III
Creative Services Associates
Raleigh, N. C. 27607

Introduction

My topic concerns methods for creating a positive image in pharmacy through advertising. The term "positive image" refers to a professional type of promotion and is therefore interchangeable, to a degree, with professional advertising.

Since Michael Ryan of the American College of Apothecaries touched a bit on professional/positive image advertising earlier in his speech, I hope to take up where he left off.

For the past three and a half years, I've learned a lot about pharmacy needs in the area of advertising and promotion. My experience with Creative Services Associates, producing, promoting, selling, and servicing some aspects of positive-image advertising has given me a somewhat unique education in pharmacy advertising. I've observed much. I've learned a lot about what people think of pharmacy and what pharmacists think of pharmacy. My approach has been quite independent with no strings attached.

Outside of CSA's illustrated Health News Editorials, I have seen only three other services which fall under the heading of professional-type advertising. And these deal mostly in low-level humor, health trivia, or the use of the same tired, old proclamation of service, quality, and convenience—worn out themes, to say the least.

It's easy to see, then, why CSA is in business. Our primary goal is to provide the nation's best pharmacy-to-public health information service. Secondly, to learn how to deal with the positive-image problem in detail. And thirdly, to develop these ideas into personalized, individual programs for use by our North Carolina subscribers.

Pharmacists Hold "Trump Cards"

If I were to operate a pharmacy, I'd start with taking advantage of the "trump cards" held by each pharmacist. The first trump is his recognized public image as a source of health information. CSA helps its clients take advantage of this trump card



W. Joe Davis, III

through our service of Health News Editorials, a weekly newspaper column, which among other things, routinely covers areas dealing with nutrition, vitamins, FDA rules and regulations, cancer and heart disease research and development, longevity, seasonal topics, and pharmacy-related current events. The main point being to live up to the health-information role the public holds of the pharmacist.

The second trump to capitalize on is the individualization and personalization of these editorials and any other advertising that you may subsequently do—accomplished through the proper design and use of special logos, store names, and/or through pictures of the pharmacist or pharmacists. Such personalization helps to "bring the ad home" to the local newspaper reader. It becomes more than just another ad. It becomes a personal message, which capitalizes on the pharmacist's already established reputation.

So, take advantage of these two trumps: 1) Your recognition as a source of health information, and 2) the personalization and individualization of your editorial.

The major point of all this strategy is that if you feel the public deserves to be informed about health matters, then don't be

(Continued on Page 21)

DRUG STORE SHOPPERS ARE DIFFERENT

Today's shopper expects, and responds, to a Modern Shopping Atmosphere.

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DISPLAYS

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We have successfully given this service to our customers for over a quarter of a century.

"Giving you the best design, the best fixture and the best service by professionals"

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shy to so inform them. Play your two trump cards while in the process of bridging this communication divide. You'll find you can attract a very favorable readership while regularly polishing your professional image.

Follow the Leader Syndrome

What about display advertising? Let's consider this form of advertising in as positive a fashion as your imagination can be made to stretch. It would be nice to ignore this part of advertising, but let's face it, a part of pharmacy's advertising life is display advertising.

Here, pharmacy seems to be playing everyone's favorite childhood game—to wit, Follow-the-Leader! The chain stores started large scale display advertising, to be followed by the coops, and now many of the larger independents.

My personal initial response to this state of affairs would be to stop this game plan in its price/product advertising tracks! At least in its present form. Okay, you say, you want that discount image and can't live without it. I'll have to agree that such advertising has transformed a once professional, neighborhood pharmacy image into one of the community's leading discount stores. But his strict, hard-sell approach is being done up in such a lax and lazy fashion, it's personally baffling to me. Take the example of Mutual (NC Mutual Drug)—not to pick a fight; I respect their organization and know they do a wonderful job in displaying in major newspapers. Certainly, they are challenging the other chains who display their ads in these same papers on the same day for the public's attention—and winning their share, and often times, more than their share of the market. But when, on the local level, their members re-run the same display, per se, duplicating what has just been run the same week in the area's major newspaper, then I have to wonder.

Let's look at it from a positive angle. What's the major strength of your hometown drug store? Isn't it your years of service, your integrity, the trust that you have gained over the years? If it isn't, then don't be surprised if your lot soon goes the way of the politician of today. Isn't your strength basically your tradition? Such intangibles

the people in your community have long identified with, so don't "blow" it by hiding it—drive the point home! Don't dilute this individuality with what is at the core a rather cold, impersonal, headquarter-oriented re-run of an advertisement. Personalize it, at the very least!

Do what Alfred Gene Smith of Elizabethtown did the other week with his Mutual ad slick. He ran his picture beside George Washington's and said, "George and I are having a birthday. Come and enjoy it with us with these giant savings!" Then the ad slick appeared indicating the specials. Here, Alfred Gene took the matter-of-fact, lazy re-run ad slick, gave it a bit of personalization, added a bit of humor, and instantly he turned a rather dull prospect of an advertisement into a lively, timely, interesting, and effective display. This is what I mean by "bringing it home" to the people of your hometown.

In other words, when you use a display slick other than of your own making or personalizing, you lose the personal, lively, hometown quality that identifies your special tradition—a tradition that takes advantage of a life-time of hard work and image-building. You can do a better job with a little more effort. Perhaps one day in the not too distant future, CSA will put together a package of such ideas.

Two other points are worth making in conjunction with these remarks on display ads. First, vary the size of your displays. The same size ad, week-in, week-out is particularly monotonous. One week, run an index of specials, small in size; follow the next week with a considerably larger ad to project the feeling that, "Wow, this week you really have the specials to offer!" For the average independent if they'll run just three or four full-page sales, tied in with special celebrations such as the George Washington Birthday example or a Back-To-School theme, then they'll still do a good job of keeping the discount image. In between, however, smaller, index-like displays of varying sizes from month to month would also be important to keep the public conditioned to your price-conscious approach to merchandising.

(Continued on Page 23)

The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

EXTENDED PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Five Years

MAJOR MEDICAL EXPENSE PLAN

PLAN I: \$18,000 Maximum Benefit including \$30 Daily Room Limit
PLAN II: \$30,000 Maximum Benefit including \$50 Daily Room Limit
(Up to \$45,000 Maximum Benefit including \$75.00 Daily Room
Limit Available)

TERM LIFE PLAN

Up to \$20,000 For Members
Dependents Coverage Also Available

HOSPITAL INCOME PLAN

\$25.00 Per Day For Member
\$20.00 Per Day For Spouse
\$15.00 Per Day For Each Child
Payable From The First Day of Hospital Confinement
For Up to 15 Months

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Washington National

INSURANCE COMPANY

EVANSTON, ILLINOIS 60201

Incidentally, for those of you who may be interested, CSA will soon have an advertising display do-it-yourself aid for stores who see the value in personalizing and maintaining their own individuality. It's designed to tie in with products which offer advertising rebates . . .

Posters and Other Forms of Positive-Image Promotion

Quality, service, and convenience have long been one of pharmacy's bastions of self-expressed virtues. Outside of in-store posters which list these services, extoll your quality, and emphasize your conveniences, I really don't know what you can do or say that would be news to anyone.

It's simply an over-worked area. So, my suggestion would be to post these topics prominently in your store and let it go at that. Especially effective would be a neatly displayed poster in your prescription department offering information about your services, and perhaps even about your prescription pricing policy, if you wish to be aggressively bold! In addition, printing such items on your carry-out bags would also be advantageous. It's sort of like your pharmacy attire. You put on the white jacket, shirt, or pull-over to look the part of the professional and then forget it. Printed bags and just one of those in-store posters are little things that you can do to help create a more positive image.

Finally, one of the biggest needs I see in pharmacy advertising (and I suspect the consumer sees it exactly the same way) is the need to promote the theme of prevention

in lieu of a straight remedy approach. Several times a year, if it were me, I would tie in large displays with poison-prevention week, heart fund drives, etc., to get across the idea that you want people to stay healthy. You already place much emphasis on remedy sales, so why not give equal time to prevention topics? The public image of you as an advertiser would swell! Other examples include special ads such as an immunization chart for kids and a physical fitness and examination reminder for adults—the doctors would even love this type!

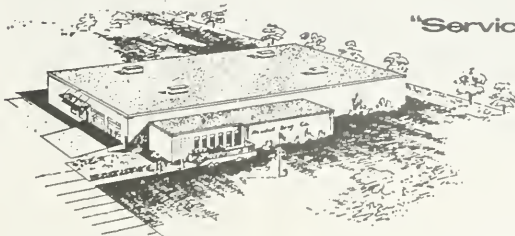
Who would do these displays? Well, again, I hope CSA will one day be offering this sort of creative material for its clients. That's another of our goals.

There's no limit to what we can do for the professional enhancement of the pharmacist in North Carolina (and elsewhere)—given the time and support.

Summary

As far as the consumer is concerned, then, it is my belief that you, the pharmacist, should offer him something positive, so he'll rest easier with his traditional image of the pharmacist (a traditional image that gages the pharmacist as a source of health information, as a personal health official whom the consumer can go to for advice, and as one who is as interested in prevention as in remedy.) This discount stuff is fine if you must, but keep it in the right perspective—personalize it.

Perhaps one day CSA can help you with such advertising expertise. Until then, thank you for a fine audience. It's been a pleasure addressing you this morning.



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ANY TIME DAY OR NIGHT
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President

GORDON G. HAMRICK
Vice President

KENDALL
DRUG COMPANY
SHELBY, N.C.

SMITHFIELD PHARMACIST IS HONORED FOR OUTSTANDING COMMUNITY SERVICE BY NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

James L. Creech, a community pharmacist from Smithfield, has been honored by the North Carolina Pharmaceutical Association as its 1974 recipient of the A. H. Robins "Bowl of Hygeia" Award for outstanding service to his community.

Creech received the award plaque on March 24 during the association's annual convention in Pinehurst. He is owner of Creech's Pharmacy at 109 South Third Street in Smithfield.

Norman D. Schellenger, manager of A. H. Robins Company's Carolina Division, presented the award on behalf of the state association. Also participating in the ceremony was the association's president, Whitaker Moose of Mount Pleasant, who himself

received the "Bowl of Hygeia" Award in 1967.

Creech is a graduate of the University of North Carolina School of Pharmacy, and has been active in the fields of mental health and alcohol recovery.

He is a member and past president of the Smithfield Kiwanis Club, a member and past master of the Masonic Lodge in Smithfield, and immediate past president of the Johnston County Mental Health Association. He is also a director of the state Mental Health Association, and chairman of the Policy Advisory Board for the Johnston County Alcohol Recovery Program.

Creech is a member of Centenary United Methodist Church in Smithfield, which he has served as board chairman, treasurer and Church School superintendent and teacher.

In pharmacy, he is a member and past president of the North Carolina Pharmaceutical Association, and also is a director of the North Carolina Pharmaceutical Research Foundation and a member of the North



James L. Creech (left), Smithfield, N.C., pharmacist, receives the A. H. Robins "Bowl of Hygeia" Award for outstanding community service by a pharmacist from Norman D. Schellenger, manager of the Carolina Division of A. H. Robins Company. The ceremony took place March 24 during the association's annual convention in Pinehurst. The "Bowl of Hygeia" Award is presented annually to a North Carolina pharmacist through the North Carolina Pharmaceutical Association.

Carolina Academy of Pharmacy. He is also a member of the National Association of Retail Druggists and a former president of the Johnston County Drug Club.

The Bowl of Hygeia, most widely recognized international symbol of pharmacy derives from Greek mythology.

Hygeia was the daughter and assistant of Aesculapius (sometimes spelled Asklepios), the God of Medicine and Healing. Her classical symbol was a bowl containing a medicinal potion, with the serpent of Wisdom (or guardianship) partaking of it. This is the same serpent of Wisdom which appears on the caduceus, the staff of Aesculapius which is the symbol of medicine.

The "Bowl of Hygeia" Award, presented annually through the North Carolina Pharmaceutical Association, is a handsome mahogany plaque measuring 10 by 13 inches and featuring the Bowl of Hygeia cast in bronze. It is modeled after a sterling silver bowl made by a Mexican silversmith and given to the A. H. Robins Company by its Latin American representatives in 1953 on the Richmond (Va.) ethical pharmaceutical manufacturing firm's 75th anniversary.

An appreciation of the time and personal sacrifice devoted by pharmacists to the welfare of their respective communities prompted E. Claiborne Robins, chairman of the board and chief executive officer of the company, to establish the award in 1958. It is now presented annually by participating pharmaceutical associations in each of the United States, the District of Columbia, Puerto Rico and the provinces of Canada. The recipients are selected by their respective associations.

CONTROLLED SUBSTANCES ACT AMENDED

Effective April 12, 1974

G.S. 90-87. Defines chemical term "isomer."

G.S. 90-88 (d). Makes board action of Drug Authority effective after 30 days.

G.S. 90-88 (i). Gives Drug Authority responsibility to notify registrants, SBI, Board of Pharmacy, and District Attorneys within 30 days after a controlled substance

has been scheduled, rescheduled, or deleted.

G.S. 90-88 (i) Gives Drug Authority responsibility to maintain a list of substances that are excluded, exempted, and excepted from control.

G.S. 90-89 (b). Schedules "Drotebanal" as a controlled substance in Schedule I.

G.S. 90-89 (c). Schedules 2,5-dimethoxyamphetamine; 4-bromo-2,5-dimethoxyamphetamine; and 4-methoxyamphetamines as controlled substances in Schedule I.

G.S. 90-90 (a). Rewrites definition and excludes "naloxone hydrochloride." It is a narcotic substance that cannot be abused and is used in the treatment of addicts.

G.S. 90-90 (d). Schedules methaqualone, and reschedules amobarbital, secobarbital, and pentobarbital, as controlled substances in Schedule II.

G.S. 90-91. Schedules benzphetamine, chlorphentermine, chlortermine, mazindal, and phendimetrazine as controlled substances in Schedule III.

G.S. 90-92 (c). Schedules fenfluramine as a controlled substance in Schedule IV.

G.S. 90-93. A technical language correction that deletes the words "dispensed" and "dispensing" and inserts the words "solids" and "selling." The section deals with selling drugs over the counter without a prescription.

G.S. 90-95 (d) (2). Defines the quantity of phenacyclidine ($\frac{1}{2}$ gram or more) and cocaine (1 gram or more) when illegally possessed that constitutes a felony. Current statute refers to "100 dosage units, capsules, tablets, or equivalent quantity."

G.S. 90-108 (a) (1). It is unlawful to impersonate a physician to obtain any type of prescription drug.

G.S. 90-101 (f) and G.S. 90-107. Authorizes appropriate Drug Authority employees to inspect the records and inventory of individual practitioners.

G.S. 90-102 (c). A rewrite of this section for clarification to give it more specificity concerning the registration of practitioners that are doing research with controlled substances.

Article 5 of Chapter 90. The Drug Authority (13 member board) will be responsible for scheduling and rescheduling all controlled substances.

REPORT OF THE CONTINUING EDUCATION COMMITTEE

By Claude U. Paoloni, Chairman

REPORT OF THE COMMITTEE ON CONTINUING EDUCATION

During this short convention year I must confess there has not been too much time for your Committee to meet. One point in our favor, however, is that practically all members are seasoned veterans on this Committee having served at least two or more years consecutively and are quite familiar with the educational problems and needs of the profession. They are a continual sounding board for me and indeed their counsel is highly regarded.

The programs and activities for this fiscal year are summarized and attached to this report. Programs were conducted in seven different cities throughout the state. These were:

Cities	Numbers of C. E. Offerings
Asheville	1 (7 more are scheduled)
Chapel Hill	4
Charlotte	2 (7 more are scheduled)
Rocky Mount	4
Thomasville	1
Wilmington	8
Wilson	4

Total number of offerings this fiscal year to-date was 24 programs ranging from a single 2 hour offering to programs of 16 hours. Next month the fourth *Pharmacy Seminar on Assessing Quality of Drug Usage Systems in Health Care Facilities* will take place in Greensboro, April 16 and 17; the following month *Drug Education '74* will be presented in Chapel Hill on May 4 and 5. Copies of these programs are available. A limited number of programs for the Asheville and Charlotte *Pharmacy Seminar on Selected Subjects*—the first session held last week—are also available. In addition, plans are underway for six regional *Preceptor—Extern/Internship* meetings for early summer. Watch out for this announcement. We would like to have every pharmacist—preceptor and his student, extern or intern, attend. Although not planned for this fiscal year, a unique non-credit course on *Basic Biopharmaceutics and Pharmacokinetics* is scheduled to begin September 3 and continue for 14 consecutive weeks every Tuesday

evening from 7:30-9:30 P.M. in Chapel Hill at the School of Pharmacy. Because this course registration is limited, I am making this announcement early so that those of you who are interested in attending can forward your registration early. Copies of this program are also available.

The School of Pharmacy's Audio Pharmacy Tape Service has distributed, this fiscal year to-date approximately 1158 cassettes, representing 1072.3 total tape hours of instructions. Our tape catalog is being up-dated. A list of new tapes to be included is attached to this report.

We believe impressive gains are being made in continuing education activities by the pharmacists of North Carolina. Unfortunately, only a relatively small number of the pharmacists participate in these programs. Let me give you a "for instance." Last fiscal year, ending June 30, 1973, there were 43 continuing education activities (programs, seminars, symposia, etc.) offered; 5—in Chapel Hill, 38—out of Chapel Hill, for a total of 176 hours of instruction. This amounted to a total over 5700 student contact hours. These were made up of 1491 registrations which were amassed by fewer than 491 registrants (not all were pharmacists). Average contact hours per registrant was 11.6 hours. I must admit, many of those who participated in our continuing education programs did so because they are required to gain a minimum number of continuing education hours to meet relicensure requirements for other states in which they are registered.

One matter of concern to us is the resolution in continuing education which was adopted two years ago at the 92nd annual meeting of this Association held in Wilmington. Essentially it states:

"—Resolved that the North Carolina Pharmaceutical Association recommends that all North Carolina pharmacists participate in a minimum of fifteen hours of continuing education annually. Such education should be in the form of post-graduate studies, institutes seminars,

lectures, conferences, workshops, extension studies, tape services, correspondence courses and other similar methods of continuing professional pharmaceutical education, and be it further

Resolved that the pharmacists of North Carolina should, through the North Carolina Pharmaceutical Association, support the requirements for continuing education of pharmacists as a pre-requisite for relicensure in North Carolina."

Presently there are 10 states (California, Florida, Indiana, Kansas, Minnesota, Nevada, New Jersey, Ohio, Oklahoma and Washington) that have mandated continuing education for pharmacists plus one (Mississippi) who require it for pharmacists serving as consultants to hospitals and nursing homes. Moreover, in our State continuing education courses are required for all registered optometrists desiring relicensure; the North Carolina Medical Society now requires continuing education as a pre-requisite for membership. Another significant and important development on the national scene is the American Pharmaceutical Association and the American Association of Colleges of Pharmacy joint Task Force in Continuing Competence in Pharmacy. Its objectives are to prepare a statement of basic principles and policies with respect to the continuing competence of pharmacists.

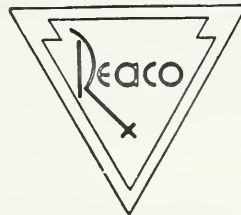
There are various factors that apparently influence the need of continuing education for professionals. These include:

- (1) The numerous scientific and technological developments in the past several decades
- (2) The increasing number of persons seeking health care
- (3) The changing patterns and management and delivery of health care
- (4) The growing recognition of the need to protect the public from unqualified personnel (a recognition shared by an increasing proportion of health professionals, including members of the profession of pharmacy).

We can expect to see and hear much more about continuing competence through education. It is said 90% of all the known knowl-

edge man possesses has come about during the last 25-50 years. Today, it is believed the volume of knowledge doubled itself in about 7 years; and, it has been suggested that scientific knowledge doubles at even a faster rate. Essentially, what this means is that one cannot spend a career with the knowledge that he started off with because it isn't good enough. Four of five years down the road one has got to practically double the knowledge that he, or she, started with to stay up-to-date.

The question, "How do we adapt in order to best cope with these changes taking place in our profession?" "Do we want to continue with the voluntary route? —the mandatory route? Would we prefer a type of certification by examination procedure to assure continuing competency? —etc?" Whatever the route, I believe that fulfilling every pharmacist's educational needs is, and will be, a challenge for the School, the Profession and the Board. Your answers to the questions are sincerely solicited.



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Information obtained from various sources. For additions and corrections, please write:
N. C. Pharmaceutical Association, P. O. Box 151, Chapel Hill, North Carolina 27514

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Vice-President: WALT SAUNDERS, 5014 Forest Oaks Drive, Greensboro 27406
Secretary-Treasurer: JACK G. WATTS, 2426 Briarwood Drive, Burlington 27215
Legislative Chairman: JACK G. WATTS, same as above

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Vice-President: W. RONNIE FARR, 20 Hy Vu Drive, Asheville 28804
Secretary: MRS. JO LOHR QUEEN, P. O. Box 6765, Asheville 28806
Treasurer: HARRY DOVER, 100 W. Euclid Parkway, Asheville 28804

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Vice-President: BROOKS HARRELL, Grade Hospital, Morganton 28655
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(Robeson) D. H. BISSETT, 1200 N. Elm Street, Lumberton 28358
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Legislative Chairman: JAMES R. HICKMON, same as above

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President Elect: D. WAYNE DEAL, 901 N. Lafayette Street, Shelby 28150
Secretary-Treasurer: CHARLES D. BLANTON, P. O. Box 272, Kings Mountain 28086

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Secretary-Treasurer: JEAN M. FINCANNON, Columbus Drug Store, Whiteville 28472

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Vice-President: ROBERT J. ALLEN, 59 White Oak Trail, Rt. 3, Chapel Hill 27514
Secretary-Treasurer: PATRICIA GIDDINGS, Route 2, Box 272-A, Chapel Hill 27514

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Secretary-Treasurer: A. C. DOLLAR, 1017 Eaglewood Drive, Winston-Salem 27106
Legislative Chairman: RONALD H. SMALL, same as above

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Secretary: ELIZABETH CRITCHER, 4741 Hedgemore Drive, Apt. 1-K, Charlotte 28209

Treasurer: JEAN F. ROBINSON, 8077 Regent Park Lane, Charlotte 28210

Legislative Chairman: CARL THOMAS DAGENHART, JR., same as above

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Legislative Chairman: MRS. FELMA BASS, 5936 Market Street, Wilmington 28401

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Vice-President: LARRY DENNING, 1102 Clifton Road, Jacksonville 28540

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Legislative Chairman: CLAYBURN HAWKINS, Hawkins Rexall Drug Co., Madison 27025

Co-Chairman: JOE ESTES, 501 McCoy Road, Reidsville 27320

(Continued on Page 32)

DOINGS

OF THE AUXILIARIES

- Charlotte—Mrs. T. K. Steele
- Raleigh—Mrs. Henry Williams

CHARLOTTE

Tuesday, May 14, was a day of surprises for the Charlotte Woman's Auxiliary of the North Carolina Pharmaceutical Association. Three charter members were named honorary members at the luncheon meeting held at the Y.M.C.A. They were Mrs. Foster Thomas, Mrs. Joseph Monroe, and Mrs. Bland Robinson, all of them past presidents and active members since its organization in 1938. Mrs. Leslie Barnhardt presented proposed amendments to the Auxiliary's By-Laws.

Mrs. Robert Lewis, President, summarized the year's accomplishments, which included taking in \$1,500 from the Benefit Bridge and the Bazaar. Gifts were made to the following:

- \$500 scholarship to Pharmacy Student at UNC, Chapel Hill
- \$100 to library for pharmacy books at UNC, Charlotte
- \$100 to Institute of Pharmacy for kitchen remodeling
- \$100 to Boy's Town, Pineville, N. C.
- \$ 25 to Broughton Hospital

In addition the Auxiliary helped furnish Group Home for the mentally retarded, furnished Guidance Counselors in the schools with information on Pharmacy as a career, made 50 stuffed animals for the mentally retarded, and collected several box loads of gifts for Western Carolina Center. Mr. Bob Woodall accepted the check for Boy's Town and Mrs. James Hickmon for the Institute of Pharmacy.

A highlight of the meeting was the installation of the new officers. Mrs. Robert Lewis introduced Mrs. James Hickmon, Past-President of the State Auxiliary, who installed the following officers:

- President—Mrs. H. L. Bizzell
- First Vice-President—Mrs. W. D. Smith
- Second Vice-President—Mrs. Don Weathers

Recording Secretary—Mrs. W. B. Hawfield
Corresponding Secretary—Mrs. Bruce Medlin

Treasurer—Mrs. John F. Morton
Parliamentarian—Mrs. Leslie Barnhardt
Historian—Mrs. Charles Jarrett
Advisor—Mrs. Robert Lewis

Mrs. Hickmon delighted the members with a short musical program, singing and playing her autoharp.

Mrs. Lewis was presented a silver pitcher in appreciation for her diligent and efficient year's work. Mrs. Hickmon also received a gift of silver.

Special guests attending the meeting were: Mrs. W. L. Hickmon, Mrs. Margaret McGinn, and Mrs. Harry Bizzell, Jr.

After the meeting Mrs. James Hickmon with several members took a tour of the Group Home for mentally retarded.

RALEIGH

The Raleigh Woman's Pharmaceutical Auxiliary has been busy during the Spring months of 1974. The March meeting, at the home of Mrs. W. J. Rhodes provided an opportunity for final details of the Benefit Bridge in April.

Held in conjunction with Shelley School, a pre-school program for retarded children, the benefit was most successful. McJoseph's provided an attractive fashion show, and the Raleigh Club together with parents of Shelley School children provided door and table prizes.

Mrs. Jerry Price, Club President, reported that members had been able to accomplish more than had been originally anticipated in the Mental Health projects. Both Halfway Houses—for Men and Women—were entirely furnished with draperies.

The May luncheon meeting, held at the home of Mrs. John Treadwell, featured installation of officers for the new year as follows: Mrs. Roger Crane, President; Mrs. Robert C. Seaborn, Vice-President; Mrs. Jerry Johnson, Secretary; Mrs. Henry K. Williams, Treasurer; Mrs. Darrell Estes, Reporter. Mrs. Richard B. Overton, a past-president, conducted the Installation.

BIRTHS

Mr. and Mrs. Frank Measamer of Robersonville announce the birth of a son, Franklin Alexander, Jr., on May 19. The father is a graduate of the UNC School of Pharmacy and is pharmacist manager of The Village Pharmacy of Robersonville.

Mr. and Mrs. Robert Henley of Fayetteville announce the birth of a son, Robert Ray Jr., on April 26. Pharmacist Henley is associated with his father, Senator John T. Henley, and others in the operation of Clinic Pharmacy, Hope Mills.

DEATHS

Carl Durham

Former Congressman Carl T. Durham of Chapel Hill, a pharmacist who served in the U. S. House of Representatives for 22 years before retiring in 1961, died April 29 at Duke University Medical Center. He was 81.

Mr. Durham was twice chairman of the Joint Atomic Energy Committee in Congress. He headed an early space committee and was chairman of the House Armed Services Committee.

A graduate of the UNC School of Pharmacy, Mr. Durham was associated with Eubanks Drug Store, Chapel Hill, when the district nominating committee selected him to be the congressional candidate in 1938. Before retiring, he was elected to eleven consecutive terms in the U. S. House of Representatives.

He was elected to the UNC Board of Trustees in 1937 and in 1958 was awarded an honorary doctor of laws degree by the University.

He is survived by his widow, Mrs. Louise Durham of Chapel Hill; one son, Carl Durham Jr. of Wilmington; three daughters, eight grandchildren and 26 great-grandchildren.

M. B. Phillips

M. Brown Phillips, owner and operator of Phillips' Drug Store, Albemarle, for many years, died April 24 in Charlotte.

A graduate of the UNC School of Pharmacy, Mr. Phillips was associated with various Concord pharmacies in the early 20s

and in 1936, purchased the Moose Drug Company of Albemarle, which he operated until sale of the pharmacy to T. M. Yost.

Survivors include Mrs. Phillips, a stepson and two stepdaughters; a brother, O. J. Phillips of Florida; a sister and five grandchildren.

W. C. Hollowell

W. Clyde Hollowell, Greenville pharmacist, died May 19 following a period of declining health.

A 1934 graduate of the UNC School of Pharmacy, Mr. Hollowell was president and manager of the Hollowell Drug Stores of Greenville.

He was a veteran of WW II, member of the Elks and Greenville Country Club, past secretary of the Northeastern Carolina Drug Club and a director of the Phi Delta Chi Fraternity, Alpha Gamma Chapter of Chapel Hill.

TRAFFIC OFFICIALS SAY BRANTLEY MUST RELOCATE

John C. Brantley, Jr. has been given 90 days to move out of his drug store, the oldest in Raleigh, to make way for a new street to help move traffic on Hillsborough Street.

Brantley, whose father started the pharmacy in 1910, was informed that condemnation proceedings were underway and that he must relocate the pharmacy by August 16.

North Carolina has deposited \$101,400 with the Wake Superior Court to pay for the property.

Mr. Brantley is considering the possibility of filing a suit against the state and the city to stop the condemnation. He said he had received many calls from supporters and old customers.

The pharmacy was moved to its present Hillsborough Street location in 1947 from the old Masonic Temple on Fayetteville Street. When the late Clyde Hoey was governor of North Carolina, it is said a person could set his watch by the time Gov. Hoey left his office at 10 a.m. to walk to Brantley's for a glass of Coea Cola.

WAKE COUNTY PHARMACEUTICAL ASSOCIATION

President: Joe Edwards, Reveco Pharmacy, Kings Shopping Center, Raleigh

Vice-President: Roger Crane, 5309 Old Forge Circle, Raleigh 27609

Secretary: Pat Bumgarner

Treasurer: George D. Morgan, Box 278, Zebulon 27344

Legislative Chairman: Joe Edwards, same as above

WILSON COUNTY PHARMACEUTICAL ASSOCIATION

President: WALT BASS, Kerr Drugs, Parkwood Shopping Center, Wilson 27893

Secretary-Treasurer: BRAME MORRISON, Morrison Drug Store, 403 W. Nash Street, Wilson 27893



Mrs. Robert L. Lewis, President of the Charlotte Woman's Pharmaceutical Auxiliary, is presenting Mrs. James R. Hickmon with a check for \$100 toward the remodeling of the kitchen at the Institute of Pharmacy.

Mrs. Hickmon, immediate past president of the NCPHA Woman's Auxiliary, was in Charlotte to install officers for the coming year and to visit the group home for mentally retarded which the Charlotte organization helped to furnish. Other major Charlotte projects were scholarships to the School of Pharmacy at UNC-CH and for pre-pharmacy at UNC-C, and \$100 to Boys' Town at Pineville.

—Photo by Colorcraft

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JULY 7-8

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Contents: 36 - Trac II 9's 24 - Platinum Plus 5's 24 - Techmatic Adj. Band 5's 8 - Trac II Razors 1 ea. - Floor Stand Display FREE
Retail Value - \$155.24 Cost - \$100.66

GILLETTE ALL STAR COUNTER OFFER #0621

Same features as deal #0622 ! Contents: 12 - Techmatic Adj. Bands 5's 24 - TRAC II 9's 12 - Platinum Plus 5's 4 - Trac II Razors
1 - Counter Display - FREE Retail Value - \$90.76 Cost - \$58.81

IGN PHARMACEUTICALS

W. H. King Drug Company
Ebenezer Church Road
Raleigh, N. C.
Telephone: 919-782-8400

Peabody Drug Company
Ebenezer Church Road
Raleigh, N. C.
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Bellamy Drug Company
3808 Oleander Drive
Wilmington, N. C.
Telephone: 919-799-3320

O'Hanlon Watson Drug Company
421 East on Service Road
Yadkinville, N. C.
Telephone: 919-463-5505



The Coca-Cola syrup dispensing unit pictured above was popular 75 years ago but today is a rare pharmaceutical antique. The unit shown is the property of the North Carolina Pharmaceutical Association and is on display in the lobby of the North Carolina Institute of Pharmacy, Chapel Hill.

Pictured with the Coca-Cola unit is Pharmacist Guy O. Tripp of Wilmington, formerly associated with the North Carolina Board of Pharmacy as an inspector, now retired. Background to the picture is this:

Mrs. Hoy Moose, recognizing the value of the Coca-Cola unit from a historical display standpoint, suggested it deserved an appropriate, protected area in the Institute lobby. Pharmacist Tripp took up the challenge and did this:

Provided an appropriate display cabinet stand (pictured) and a glass case (not pictured) as a protective element, all with his compliments as a gift to the North Carolina Pharmaceutical Association.

The syrup dispensing unit is identical to unit now appearing in one of Coca-Cola's TV commercials and may be seen at Coca-Cola's Atlanta headquarters. It is reported (unverified) the unit was at one time given free with purchase of five gallons of Coca-Cola syrup; now has a minimum price tag of \$1000.00.



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Set your controls on these Dials and you should be on the Beam.

RENT	Should equal ONE average days sales
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OTHER EXPENSES	Should equal TWO average days sales
TOTAL EXPENSES	Should equal EIGHT average days sales
TOTAL INVENTORY	Should equal FIFTY average days sales
TOTAL MERCHAN- DISE PURCHASES	Should equal TWENTY average days sales
NET PROFIT	Should equal TWO average days sales



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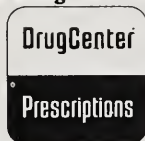
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The Carolina JOURNAL OF PHARMACY

July, 1974

Vol. LIV

No. 7

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ROBBERY AT KERR DRUG THWARTED

An alleged armed robber tangled with the wrong crowd at Kerr Drugs on May 16, 1974 and was promptly apprehended by Goldsboro police after being disarmed by drug store employees, authorities reported.

James Edward Humphrey, 29, of 420 Dixie Trail, was charged with armed robbery and jailed under a \$10,000 bond for trial May 22 in district court.

According to police, the suspect, wearing a wig and disguised as a "hippie," entered the store around 8 p.m., walked around for a few minutes, then walked up to the pharmacy counter and pulled a gun on manager Bob Edwards.

The gun was later identified as a .22 caliber blank pistol.

Detectives said the suspect forced Edwards to give him about \$64 in cash from a cash register and then ordered Edwards and another employee to go into a back room of the drug store.

The two men refused and "a tussle" followed during which they managed to disarm the suspect, detectives reported.

Meanwhile, an unidentified witness alerted patrolmen parked at Ball Park service station that a robbery was underway at the drug store.

Police were at the scene moments later and took the suspect into custody.

HENLEY IN LINE FOR SENATE PRESIDENT PRO TEM

(From Raleigh News & Observer, June 11)

Veteran State Sen. John T. Henley, D-Cumberland, is in line for election as president pro tem of the Senate in the 1975 General Assembly.

No opposition to Henley has surfaced. He has been actively seeking support from incumbent Democrats and those who have won the Democratic nomination for Senate seats and has apparently gathered enough commitments to win.

"Yes I have the commitments," said Henley. "The boys have been very kind to me."

Henley has served four terms in the House and four terms in the Senate.

The position of president pro tem is filled by the majority party and, although the Republicans say they have a chance to take control of the Senate, it likely will stay with a Democratic majority. The president pro tem, then, is in effect the majority leader.

BW PROMOTES PHARMACISTS HOLLAND & SEIGLER

Effective July 1 Pharmacist David Holland and Pharmacist Lawrence Seigler were promoted to Assistant Department Heads in the Compressed Products Department of Burroughs Wellcome Company, Pharmaceutical Manufacturing Division, Greenville.

CAROLINA COLOGNE

Mrs. Connie Krochmal of Raleigh is the editor of an interesting book—*Guide to Natural Cosmetics*—which was compiled from various sources, including the assistance of Pharmacist R. I. Cromley, Jr. of Raleigh.

The book contains 559 all-natural beauty aids recipes and is available from Quadrangle/The New York Times, 10 East 53rd Street, New York, N. Y. 10022 at \$8.95 per copy.

MEMORIAL CONTRIBUTION

Kendall Drug Company, Shelby, recently made a contribution to the TMA Foundation in memory of Mrs. J. P. Henderson.

GUEST SPEAKER

Pharmacist Seth Miller of Lexington was a guest speaker at a recent district meeting of the North Carolina Nursing Home Association and later (June 20) at the organization's annual meeting in Myrtle Beach.

HAROLD L. COX JOINS A. H. ROBINS

Harold L. Cox has joined A. H. Robins Company as a medical service representative. He has been assigned to the Asheville area.

BREVITY

The Lord's Prayer has 56 words.
Lincoln's Gettysburg Address has 266.
The Ten Commandments have 297.
The Declaration of Independence has 300.
But the government order setting the price of cabbage has 26,911 words.

DR. SEYMOUR M. BLAUG NAMED DEAN OF THE UNC SCHOOL OF PHARMACY

Dr. Seymour M. Blaug of the University of Iowa has been appointed Dean of the UNC School of Pharmacy and Professor of Pharmacy, effective Aug. 15.

The appointment was made this morning by Chancellor Ferebee Taylor, after approval by the UNC Board of Governors.

Dr. Blaug succeeds Dr. George P. Hager, who will return to teaching and research after eight years in the administrative role.

Dr. Blaug joined the University of Iowa faculty in 1955 and has been a Professor of Pharmaceutics there since 1962.

A native of New York City, Dr. Blaug earned the B.S. and M.S. degrees from Columbia University College of Pharmacy and the Ph.D. degree from the University of Iowa.

Dr. Blaug is a research specialist in drug stability, dosage form development and evaluation, drug interactions, factors affecting absorption of drugs and pharmaceutical aerosols. He won the coveted Abbott Award in 1969 for his contribution to the scientific literature in the field of hospital pharmacy.

A member of the Iowa Pharmacy Association, Dr. Blaug has been a member of the House of Delegates for the past 10 years and was chairman of the House of Delegates in 1969.

Other scholarly and professional organizations of which Dr. Blaug is a member include the American Pharmaceutical Association, Sigma Xi, Rho Chi, the Academy of Pharmaceutical Sciences and the New York Academy of Sciences.

Among Dr. Blaug's publications are 40 articles written individually in professional journals and several chapters in the latest editions of "Remington's Pharmaceutical Sciences," "Prescription Pharmacy" and "American Pharmacy." He also holds a U.S. patent for a biologically-absorbable packing material.

PRESIDENT WILSON ON THE GO

NCPHA President Wilson of Raleigh is busy meeting his responsibilities as pres-

ident of the N. C. Pharmaceutical Association. Note this schedule:

June 4. Guest speaker at meeting of Wake County Pharmaceutical Association. Installed officers.

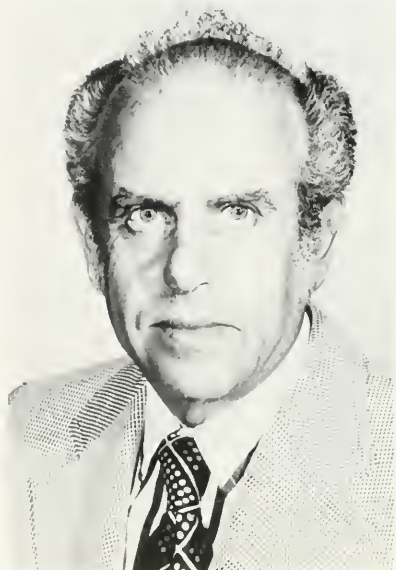
June 8. Met with officers and committee members of the Student Branch of the NCPHA, Chapel Hill. NCPHA Executive Committee member Michael Whitehead of Ramseur also present.

June 12. Guest speaker at meeting in Williamston of the Northeastern Carolina Pharmaceutical Society.

June 17. In Chapel Hill to confer with NCPHA Secretary W. J. Smith regarding NCPHA programs and projects.

June 29. Presiding officer at the Edwin R. Fuller (Pharmacist of the Year) dinner in Salisbury.

Note: Local and sectional pharmacy organizations interested in scheduling President Wilson as a guest speaker, call him at (pharmacy) 919-832-4641 or (residence) 919-787-5440.



Dr. Seymour M. Blaug

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Members—David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; Jerry Price, Raleigh; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

(1) Reveo Discount Drug Center, Inter. Germantown & Patterson Road, Winston-Salem 27105. Frank C. Spencer, Jr., pharmacist manager.

(2) Hollingsworth Drug Company, Main Street, Rich Square 27869. J. Winston Hollingsworth, pharmacist manager. Successor to Bolton's Drug Company.

RECIPROCITY

Barbara Sue Potter from Iowa.

NABP VOTES CE REQUIREMENTS SHOULD NOT BAR RECIPROCITY

Delegates to the 1974 NABP convention voted that no pharmacist will be prevented from transferring his license from one state to another because he has not met the continuing education requirement of the state into which he wants to move. This policy was approved as an amendment to the NABP bylaws at the final business session of the convention, Wednesday morning, May 8, in Atlanta, Georgia.

The association also reendorsed continuing education as a requirement for relicensure in a resolution backing up the CE bylaw amendment. In all, NABP passed seven resolutions at the final business session of the convention.

NABP delegates voted to approve association membership in the Federation of Associations of Health Regulatory Boards (FAHRB) and encourage all eligible organizations to join FAHRB. In another resolution, delegates asked FAHRB to "study and make recommendations to the various states on how to proceed in the education, training, and duties" of paramedical people.

In one resolution, the association urged HEW to require the listing of manufacturer's names for drug products on drug labels. In another, NABP proposed that HEW and

the Drug Enforcement Administration develop a communication network to inform key people in all pharmacy organizations about changes in the scheduling of controlled substances.

Delegates also passed resolutions (1) encouraging all states to use the Blue Ribbon Examination for Licensure, and (2) approving activities of the association officers, executive committee, and staff since the 1973 convention.

Before the voting began, the Virginia State Board of Pharmacy withdrew its proposal to eliminate all reference to the time and length of internship requirements from the NABP bylaws. The Minnesota board withdrew its proposed resolution that states requiring CE for relicensure exchange program acceptance on a reciprocal basis.

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MEDICAID RX CO-PAY REDUCED TO 50¢

Final regulations relating to co-payments in the Medicaid Program have been published. These regulations require changes in the amount of some co-payments.

Effective July 1, 1974, the co-payment for Medicaid prescriptions (Legend Drugs & Insulin) was reduced from \$1.00 to 50¢ per prescription.

Other reductions: Physicians' Services reduced from \$2.00 per visit to \$1.00 per visit; Hospital Outpatient reduced from \$2.00 per visit to \$1.00 per visit; Each pair of eyeglasses and repairs costing more than \$5.00 reduced from \$3.00 per service to \$2.00 per service; Chiropractic Services reduced from \$2.00 per visit to \$1.00 per visit.

County Directors of Social Services have been notified:

PAID PRESCRIPTIONS continues to have problems with pharmacy claims containing county issued Medicaid labels with five digit account numbers, missing account numbers, transposed numbers, etc. As a result, the claim cannot be processed and payment to the pharmacy is delayed.

To resolve this problem, pharmacy claims received on and after June 1, 1974, which contain inaccurate county issued Medicaid labels will be returned to the pharmacy with instructions to work with county departments of social services to provide corrected

labels. Cooperation in providing corrected labels is essential so that local pharmacies can be paid.

PAID PRESCRIPTIONS TWO HUNDRED 1973 PHARMACY CLAIM RETURNS OUTSTANDING

December of 1973 was the first month that PAID Prescriptions returned a "Pharmacy Claim Return Statement" to pharmacies (please review bulletin from PAID dated December 12, 1973). This program change allowed PAID to pay all correct claims while inquiring about missing or incorrect information on other claims. The claim in question is coded "F" on the pharmacy voucher sent with the monthly check and is carried forward on the check vouchers until the "Pharmacy Claim Return Statement" is returned with the missing information. It is then processed and paid in your next check.

After the supplemental check run dated June 7, 1974, PAID notes that there are around two hundred 1973 statements (representing almost 10% of the statements issued) that have not been returned to PAID Prescriptions for payment. These "Pharmacy Claim Return Statements" must be completed and returned promptly to prevent further delay in payment.

NORTH CAROLINA MEDICAID PHARMACY SERVICE PROGRAM

Month	Prescriptions	Total
July 1973	334,070	\$1,736,531
August 1973	310,023	1,634,712
September 1973	264,130	1,411,440
October 1973	272,382	1,467,371
November 1973	270,028	1,211,093
December 1973	283,881	1,241,041
January 1974	270,589	1,209,112
February 1974	313,271	1,405,335
March 1974	301,779	1,354,019
April 1974	264,620	1,178,354
May 1974	308,655	1,374,191
June 1974	293,769	1,310,188

The above information represents payments by PAID PRESCRIPTIONS. For delivery of pharmacy service, go back two months; for billing, one month. Payment is made on the 10th of each month.

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WAKE COUNTY PHARMACEUTICAL ASSOCIATION

Reported by Patricia Bumgarner, Secretary

The Wake County Pharmaceutical Association met on June 4, 1974 at Ballentines Restaurant. There were 32 members and guests present for the dinner meeting.

President Jerry Johnson called the meeting to order. Treasurer Roger Crane reported that the association has \$334.91 in its checking account and \$478.65 in savings. He announced that membership dues for 1974-75 are now due.

President Johnson then introduced Bill Wilson, President of the North Carolina Pharmaceutical Association. Mr. Wilson spoke to us concerning our role in working with the UNC School of Pharmacy, its new Dean, and the leaders in continuing education. Mr. Wilson then conducted the installation of officers for 1974-75. They are as follows:

President Elect

Joe Edwards

Vice President

Roger Crane

Secretary

Patricia Bumgarner

Treasurer

George Morgan

Exec. Comm. Mbr.

Joe Rowe

Mr. Wilson then presented the Pharmacist of the Year Award to Jerry Johnson. The presidential gavel was turned over to Don Carter who presented Jerry Johnson with a plaque in appreciation of his service to the association.

President Carter announced the following committee appointments:

Membership

Joe Edwards, Chairman

George Morgan

Jay Salem

Bill Perry

Public Relations

Joe Rowe, Chairman

Bill Bradley

Elaine Watson

Entertainment

Cindy Shinn, Chairman

Bob Cromley, Jr.

Larry Bullock

Program

Members of Executive
Committee

Professional Relations

Jerry Johnson, Chairman

Benny Rideout

Forrest Matthews

Al Clay

Nominations

Roger Crane, Chairman

John White

John Brown

Telephone

Kathy Edwards, Chairman

Frances Morisey

Larry Warren

President Carter then called for new business. Benny Rideout called to our attention that effective July 1, co-payment of prescriptions by welfare recipients would be decreased to 50¢. He asked us to be alert to the fact that an account number must be an eight digit number to be a valid number. Joe Edwards announced a preceptor—intern/extern dinner to be held June 18, and asked all who could to come.

Jerry Johnson called to our attention a newspaper clipping involving the injury of a child after purchasing chemicals from a pharmacy and making a homemade bomb.

PHARMACIST OF THE YEAR

Details of the Edwin R. Fuller "Pharmacist of the Year" dinner in Salisbury on June 29 will appear in the August issue of *The Carolina Journal of Pharmacy*.

The dinner was attended by 120 pharmacists, their wives, members of the Fuller family, associates, friends and guests. A meeting of the NCPHA Executive Committee preceded the dinner. Picture coverage was provided by Colorcraft.

NORTHEASTERN CAROLINA PHARMACEUTICAL SOCIETY

Reported by Joe Minton

The Northeastern Carolina Pharmaceutical Society held its regular meeting at the Roanoke Country Club in Williamston, North Carolina on June 12, 1974. President John Mitchener, III called the meeting to order and introduced the guest speaker, Bill Wilson, President of the North Carolina Pharmaceutical Association.

President Wilson's program was on continuing education and he stated that the NCPHA was on record supporting some type of program in N. C. He said only one of every four pharmacists in North Carolina was presently taking advantage of the voluntary programs being offered. President Wilson went on to say that fourteen states already have a mandatory program for relicensure.

A motion was made and passed to furnish the refreshments for an area preceptor-intern meeting.

ROCKINGHAM COUNTY

H. C. McAllister, Secretary-Treasurer of the North Carolina Board of Pharmacy, was guest speaker at a recent meeting of the Rockingham County Society of Pharmacists.

Mr. McAllister emphasized the Board's active role in helping pharmacists better serve North Carolina.

OFFICERS OF THE IREDELL PHARMACEUTICAL ASSOCIATION

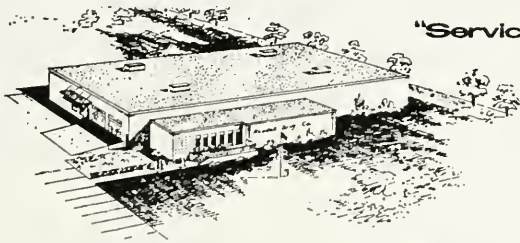
1973-1974

President: Larry N. Marlin, 642 E. Broad Street, Statesville 28677

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Secy-Treasurer: H. Lynn Waugh, Jr., 507 Red Fox Trail, Statesville 28677



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IREDELL PHARMACEUTICAL

Reported by Lynn Waugh, Jr.

The Iredeell Pharmaceutical Association met May 29 at The Holiday Inn, Statesville, for its quarterly assembly of members.

The guest speaker was Horace Hord of Pfizer Laboratories, who presented a film and hosted the members at a breakfast.

A brief business session concluded the meeting.

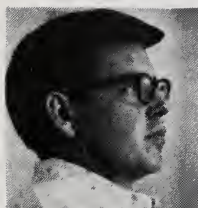
COMMENDATION FOR PHARMACIST LOWDERMILK

For setting up and supervising a series of hypertension screening clinics at the University Mall, Chapel Hill, Pharmacist Edward L. Lowdermilk was awarded the North Carolina Heart Association's State Founders Award for Volunteers. The presentation took place at the Heart Association's annual meeting in Winston-Salem.

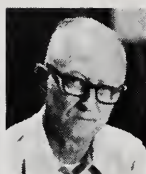
Eight clinics were conducted from a booth set up in the Mall during Heart Month. Of the approximate 1000 persons screened, about one-third were found to have an elevated pressure.

Volunteers assisting Pharmacist Lowdermilk came from the University's schools of pharmacy, medicine and nursing.

Pharmacists interested in setting up a similar-type program may secure additional information by calling Mr. Lowdermilk at the Chapel Hill Pharmaceutical Center—919-967-2207.



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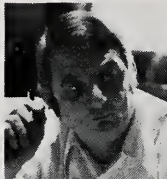
JAMES TEACHEY



WALKER CRUMP



JOHN HARRISON



JACK CANUPP



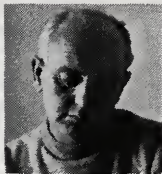
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TAR HEEL DIGEST

SMITHFIELD—Mrs. J. Marshall Sasser has been appointed 1974 membership campaign chairman for the Johnston County Mental Health Association.

WADESBORO—Tollison's Pharmacy sponsored a contest for local amateur photographers during June, July and August.

WINSTON-SALEM—Crown Drug opened its 8th store in a new 7,500 square foot building at the Wakertown Shopping Center in late May. Jim Cass, who has been assistant manager of the Crown Drug Store at Yadkinville, has been named manager of the new operation.

ZEBULON—A mother's day ad prepared by Pharmacist John Malone for the *Zebulon Record* has been selected to appear in the national publication, Publisher's Ideas Exchange.

CONCORD—In recognition of filling its two millionth prescription, Pfizer Laboratories presented a plaque to Pike's drug stores at a mid-May ceremony in Concord.

SILER CITY—Willis Whitehead has been elected president of the Siler City Chamber of Commerce for 1974-75.

NORTH WILKESBORO—Gene Deacon, president of Blue Ridge Craft Distributors, has sold his interest in the Blue Ridge Pharmacy to Pharmacist LaMar Creasman.

YANCEYVILLE—Yanceyville Drug Company will occupy a new and larger building later this summer. The drug firm, established by the late Tom Ham, now owned by the Davis Brothers, Tommy and Joe, will be located across the street from the present Yanceyville Drug Company.

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Hawaii Visitor/Pharmacist Phil Link of Reidsville is pictured on stage at the Hawaiian Hut, Honolulu, with one of the hula entertainers. Link, a member of an 80 member North Carolina Pharmacy tour group, spent a week in the colorful islands in June and were impressed with the native's fascinating cultures, the flowers and fruit, their handicrafts, exciting songs and ancient chants. If interested, there is a nearby tour member who will be honored to share his or her experiences with you.



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MARION LABORATORIES PHARMACEUTICAL DIVISION EXPANDS ITS CLINICAL PRE Rx® PROGRAM; ENDS ALL UNSOLICITED DRUG SAMPLING

Marion Laboratories Pharmaceutical Division has announced that its highly successful PRE Rx® Program will be expanded to cover all oral prescription drugs marketed by the company. Simultaneously, all unsolicited sampling of prescription products will be discontinued.

Although the Pharmaceutical Division has been a modest distributor of physician samples in the past, its primary marketing aim will be to extend the PRE Rx concept. The PRE Rx, an original program developed by the company 13 years ago, is designed to provide multiple benefits to the physician, patient and pharmacist.

The program works in the following manner:

- 1) Physicians are given prescription forms without any preprinted product on the blank. The doctor is briefed on using the Rx form for patients in whom a small amount of medication is indicated for a limited number of days as a trial clinical supply. This occurs before a larger treatment course of a chronic disease is initiated. Frequently a doctor prefers a limited preclinical supply to observe patient acceptance, response end-points, et cetera. The patient is not charged for this *preclinical* treatment prescription by the cooperating pharmacist who honors and dispenses PRE Rx® medication.
- 2) Patients take the PRE Rx to a pharmacy of choice, who when honoring this pretreatment course prescription dispenses the limited medicine and returns the business reply card form attached to the PRE Rx to the company for reimbursement. No charge is made to the patient because the pharmacist is reimbursed for his services by the company. Should the doctor indicate refills will be necessary, the patient is then charged for any subsequent refills of medicine.

Initially the PRE Rx was introduced because it was a more professional format in marketing prescription medication. Only six products were authorized for PRE Rx programming. Beginning in September the program will be expanded to cover approximately 15 oral prescription medication. Furthermore to improve upon the PRE Rx to meet the new needs of the medical community, the following innovative additions are now being planned:

- An increase in the pharmacist's product replacement, which increases the reimbursement to equal approximately \$2.70. The major product, PAVABID®, will be used in all reimbursements over and above the replacement of the medication dispensed in the PRE Rx.
- Adopt a more universal PRE Rx® Plan to be called "Patient PRE Rx." This, upon successful premarketing approval by doctors, will allow physicians to use *their* prescription blanks to institute Patient PRE Rx. Maintaining physician identity with the patient is an important benefit.
- Of course no charge to the patient will remain a key attribute of the Patient PRE Rx.

By expanding PRE Rx to cover all Marion Laboratories prescription *ORAL* medications, the company realizes the medical communities' increasing responsibility to maintain legitimate drug distribution and national accountability for prescription medicines. As this expanded PRE Rx plan rolls out, the monies used for traditional sampling of prescriptions will be reallocated in a program for indigent patients selected by physicians for a larger supply of medicine. Already instituted by the company years ago on several products, the indigent program has now increased in use to the place, the company predicts, where it will become second to the universal PRE Rx plan previously discussed.

A company spokesman said, "The announcement of these important policy changes reflects Marion Laboratories' involvement in perceiving, thinking-through and decisively acting on issues in medicine that have economic, social and consumer impact."

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U.S. DISTRICT COURT UPHOLDS PUBLIC RIGHT TO SELECT PHARMACIST

The decision of United States District Court Judge John H. Pratt in the methadone case vindicates the position of APhA that the Food and Drug Administration may not deprive physicians and patients access to the drug methadone through the duly licensed pharmacist and pharmacy of their choice when that drug is prescribed for relief of severe pain. Methadone is frequently prescribed for such purposes in cases involving terminal cancer and other intractable conditions. The Court invalidated an FDA regulation having the effect of requiring patients to obtain the prescribed methadone from hospitals willing to dispense the drug to outpatients.

The suit initiated by APhA, three practicing pharmacists and a physician in no way challenged Food and Drug Administration regulations governing the prescribing and dispensing of methadone in the treatment of heroin addicts. These regulations are clearly within the statutory authority granted by Congress to the Department of Health, Education and Welfare and its delegate agency, the Food and Drug Administration. Judge Pratt's decision has in no way affected these safeguards on addict treatment programs. APhA has consistently supported the necessity of adequate controls on narcotic addiction treatment programs which, unlike community pharmacies, have often been implicated as a primary source of diversion of methadone to illicit use.

In commenting on Judge Pratt's decision, Dr. William S. Apple, APhA Executive Director, stated: "The Court's decision provides judicial recognition of the national policy established by Congress that community pharmacists are to be fully available in meeting public health care needs. This means that every pharmacist is legally entitled to dispense any drug legally available for medical purposes. The FDA has never come forward with any factual support for its contention that methadone should be segregated from the thousands of other narcotic, stimulant and depressant

drugs for which community pharmacists have been assigned control responsibility and authority by Congress and every state legislature. There never has been any evidence that community pharmacies have been responsible for any methadone diversion problem. To the contrary, the Drug Enforcement Administration, which is the agency empowered by Congress to control drug distribution, has publicly commended the role played by pharmacists in their professional efforts to curb drug abuse."

Dr. Apple commented further: "APhA will continue to safeguard the right of pharmacists to practice their profession and to exercise the responsibilities for which they are educated and licensed. It is our goal to protect the continued availability to the public of the broadest range of pharmaceutical service the profession of pharmacy is able to offer."

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'KEY FACTS' PAMPHLET CAPSULATES PHARMACEUTICAL INDUSTRY

A new edition of "KEY FACTS—About the U.S. Prescription Drug Industry," currently being distributed by the Pharmaceutical Manufacturers Association (PMA), describes in capsule form many facets of the discovery, manufacture, marketing and purchasing of prescription medicines.

The 1974 "Key Facts," replacing previous PMA booklets of the same title, condenses into 12 colorful pages some basic information about the structure of the pharmaceutical industry and its social and economic implications for the consumer. Industry statistics compiled through December 1973, in addition to recent data from the Departments of Health, Education, and Welfare, Labor, and Commerce and other sources, are consolidated in this handy reference.

Some of the factbook findings:

- The average prescription in 1973 cost the consumer \$4.32, and only one-fourth of all prescriptions cost \$5 or more.

- The same amount of medicine costs 2 percent less today than it did 10 years ago.

- Since the discovery of the first tranquilizers in 1955, the number of hospitalized mental patients has declined 51 percent and the average term of hospitalization is down from 33 months to less than a year.

- The tuberculosis patient's average hospital stay has decreased from 461 days in 1950 to 78 days in 1973.

- For every drug product that becomes available to the consumer, 8,000 compounds are studied and discarded.

- A single batch of medicine may undergo as many as 1,000 quality control checks before it is released by the manufacturer.

- More than \$800 million annually is spent in drug research and development by pharmaceutical firms.

- The pharmaceutical industry, the most research-intensive of all U.S. industries, spends five times as much of its sales income on research as does American industry overall.

The new "Key Facts" is being distributed extensively by PMA to educators, medical journalists, pharmaceutical industry

personnel, consumer groups, physicians, pharmacists, nurses and other health care professionals.

Copies are available in quantity at cost—\$8 per hundred, from: Public Relations Division, Pharmaceutical Manufacturers Association, 1155 15th St., N.W., Washington, D.C. 20005. Single copies will be sent free upon request.

DEANS ACCEPTS POSITION AT DUKE UNIVERSITY MEDICAL CENTER

William P. Deans has accepted a position at the Duke University Medical Center as a Pharmacy Supervisor on the Cushing Satellite Pharmacy.

The position will consist of coordinating the combined activities of both clinical and distribution pharmacy on a 175 bed general surgery wing at the Duke University facility.

For the past year, Mr. Deans has been a pharmacy resident in Chapel Hill at the North Carolina Memorial Hospital. He is a graduate of MCV, Richmond, Virginia, and prior to moving to Chapel Hill, was associated with the Terminal Drug Store of Wilson.

DRUG EDUCATION PROGRAM FUNDED AT SCHOOL OF PHARMACY

The North Carolina Drug Authority has announced the award of \$27,521 to the Drug Education Program at the School of Pharmacy. The award will be used to continue and enlarge the interdisciplinary student training project at the University, formerly sponsored through Project SPEED (Student Professionals Engaged in Education on Drugs) in Washington, D. C. The funds will be used also to expand the capabilities of the program in consultant work regarding drug education throughout the state.

The Program at the School is currently in its sixth year of operation and has been a pioneer in drug education in North Carolina. Its various programs have been involved with students and teachers throughout the state. The program director is Leonard Berlow and the Associate Director is Steve Moore.

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UNC PHARMACY SCHOOL NOTES

UNC SCHOOL OF PHARMACY RECEIVES \$386,228 GRANT

The UNC School of Pharmacy has been awarded a federal capitation grant of \$386,228 by the Health Resources Administration of the Department of Health Education and Welfare.

The grant announcement was made this morning from the office of Congressman L. H. Fountain. According to a spokesman for Fountain, the grant is based on the number of enrolled students and is in support of school improvements including curriculum development, the training of pharmacy students for new roles and levels of service, clinical pharmacy programs, drug abuse education and related programs.

According to Dr. George P. Hager, dean of the Pharmacy School, federal support is necessary to ensure continuation and development of pharmaceutical education.

"Last year," Dr. Hager pointed out, "schools of pharmacy were denied the full amount of these federal grants by the administration's impoundment of funds for a period of time.

"This situation was eased after legal action, in behalf of all pharmacy schools, which made the distribution of funds mandatory."

The \$386,228 figure is slightly higher than last year's award and marks the fourth successive year that the school has received a federal capitation grant.

DEAN HAGER

Dr. George P. Hager, who retired as Dean of the UNC School of Pharmacy on June 30, will vacation in Minnesota during July and early August.

Dr. Hager and family will return to Chapel Hill in August to set up his new office in the School of Pharmacy. Then, dur-

ing the next twelve months, he will be busy with in and out of the state commitments.

It is anticipated the newly appointed Dean, Dr. Seymore M. Blaug, will arrive in Chapel Hill by August 15. See news item this issue of THE JOURNAL.

1974 REGIONAL PHARMACY PRECEPTOR-EXTERN/INTERN MEETINGS COMPLETED

A series of regional pharmacy preceptor-extern/intern meetings under sponsorship of the North Carolina Pharmacy Tripartite Committee were completed in early July.

The meetings were held in Raleigh, Statesville, Charlotte, Asheville, Fayetteville, Greensboro and Greenville with the following speakers: C. U. Paoloni, Steven Caiola, Jerry Price, Jesse Pike, Sr., Harold Day, Bill Randall, David Claytor and Bill Adams.

Local program coordinators were Joe Edwards in Raleigh, Lyle Davis in Statesville, Wayne Rinehart in Charlotte, Moss Salley in Asheville, James Hickmon in Fayetteville, Tom Owens in Greensboro and J. B. Stallings in Greenville.

Objectives of the program, as announced by Chairman Paoloni of the Tripartite Committee were to

- (1) familiarize you with changes in the practical experience requirements for North Carolina licensure.
- (2) present information regarding changes in School of Pharmacy curriculum influencing practical experience.
- (3) inform attendees of the Area Health Education Centers concept in North Carolina and its function to improve the delivery of pharmacy service through education.
- (4) gain constructive opinions and suggestions for improving practical experience, coursework and training from pharmacy practitioners — preceptors — and students.

INTERPRETATIONS OF THE SKILLED NURSING FACILITIES STANDARDS FOR CERTIFICATION AND PARTICIPATION IN MEDICARE AND MEDICAID PROGRAMS

By J. W. (Bill) Bradley, III, Pharmacy Consultant
 Division of Facility Services, Department of Human Resources
 P. O. Box 12200, Raleigh, N. C. 27605 (919) 829-7461

As an introduction, I would like to say that the Division of Facility Service's main objective is to affect optimal patient care. My position with the Division of Facility Services is primarily to ascertain the quality of pharmacy services being provided in health care institutions or facilities throughout North Carolina. Also the Division of Facility Services has two definite objectives; first, to survey for Medicare-Medicaid certification and survey for North Carolina licensure requirements. A second function is consultation or to offer advice in preventing or affecting a cure for facility problems.

In the three months that I have been with the Division, I have tried to develop a pharmacist to pharmacist rapport on an individual basis as well as on an institutional level. I have tried to become aware of the level of pharmacy services being provided in health care facilities throughout North Carolina. Also with the help of various professionals, namely the Board of Pharmacy, the North Carolina Pharmaceutical Association, and the extraordinary assistance from the School of Pharmacy, I have been given an overview of what pharmacy in North Carolina *was, what it is, what it should be, and what it may be*. Therefore I have discovered who I can recommend for advice and assistance if requested from facilities within North Carolina. We have offered our division's services on an informal basis and will be more than willing to consult with professionals in alleviating difficulties, especially before their facilities are surveyed and deficiencies documented.

These standards as published in the January 17, 1974 Federal Register were effective February 19, 1974. First of all, pharmaceutical services entail more than the delivery of prescriptions to a facility. The pharmacist should be directly involved in the entire drug picture from the inception of the physicians' drug order to the drugs administration to the patient and thus a vital

member of the patient care team. The pharmacist should be concerned with all the facets related to pharmacy services. In other words, the pharmacist should be an active staff member and be adequately compensated for his time. The pharmacist should develop better corelationships between other professions in the facility not only in nursing and physicians services but in other drug related fields. He could create an institutional re-educational program, and should be directly involved in drug accountability in the utilization of pharmaceuticals. It is imperative that the pharmacist set up a patient profile system so that he may review the patient's entire drug therapy. The pharmacist being a member of the skilled nursing facility's staff, should develop policies and procedures to be implemented throughout the facility, such as an adequate stop order policy, a proper emergency drug kit and emergency



J. W. Bradley, III

prescription services. Also, he would be responsible for the control and accountability of all pharmaceuticals, especially controlled substances.

In other words, the whole concept of a consulting pharmacist is erroneous. A consultant usually stands outside and views problems. Then he makes suggestions in how these problems can be solved, but is not involved in doing such. In these new federal standards you will find the word consultant is not used. The pharmacist should be a *qualified staff member* of the facility and his authority should be defined. This is necessary if *quality* pharmaceutical services are going to be provided. The *staff pharmacist* does not necessarily have to be the same pharmacist that provides drugs for the facility. The facility should have an agreement with both the pharmacist provider and the pharmacist they considered a staff pharmacist and their responsibilities designated. Titles are insignificant, but the concept of the pharmacist as a department head in the facility is much more important. Drug activities that primarily involve nursing services have been separated from pharmacy services and placed in the nursing regulations, namely these are drug administration, conformance with physicians orders, and storage of drugs and biologicals. The pharmaceutical standards and nursing services standards are cross referenced. Because these functions are carried out in the nursing service unit, do not let this relocation construe that the pharmacist does not have a responsibility in the administration of drugs. With the relocation of these standards you will see a better working relationship between the pharmacist, the nurse, and the physician.

In the definition of pharmaceutical services you will see that the facility is responsible for providing drugs and biologicals for its patients in so far as they are covered under the Medicare and Medicaid programs and for insuring that pharmaceutical services are provided in accordance with accepted professional principles and appropriate federal and state laws. The pharmacist is responsible to the administrator of the facility. When the pharmaceutical services are not in compliance, the administrator is responsible, consequently it would be

to the pharmacist's advantage to have an up-to-date pharmacy agreement with the facility specifying his responsibilities to the facility and the administrator's responsibilities to the pharmacist.

Standard A, Supervision of Services, specifies that the pharmacist review the drug regimen of each patient at least monthly. This is very important to the facility because it can provide a method to prevent medication error, medication duplication, to reduce drug interaction, and most importantly to prevent over and under utilization of pharmaceuticals. Definitions are provided in the federal standards. Some of these definitions that are pertinent are: approved drugs and biologicals, drug administration and drug dispensing, and a definition of a pharmacist. It is definitely specified that the pharmacist is licensed as a pharmacist in the state in which he is practicing. Consequently, out of state pharmacists not licensed in North Carolina cannot legally provide pharmaceutical services or fill prescriptions for patients in North Carolina skilled nursing facilities.

Also the pharmacist should have had training or experience in the specialized functions of institutional pharmacy. The pharmacist may possibly have a residency in hospital pharmacy, could have attended seminars concerning institutional pharmacy or could have self training through home-study plans. In the governing body and management standards, it is stipulated that if the facility does not employ a qualified professional person to render a specific service such as pharmacy, that the facility have arrangements for such a service through a written agreement with an outside resource. In the pharmacy standards, it specifies that there should be quarterly reports written by the pharmacist. This quarterly report which should include staff performance has to be presented to the pharmaceutical services committee. These quarterly reports should be an analysis of the total pharmaceutical services provided, and if there are improvements to be made, these recommendations should be included in the reports. This committee oversees pharmaceutical services in the facility and is the instrument

(Continued on Page 26)

for improvements. This committee also meets quarterly and documents its activities, findings, and recommendations. Consequently, the staff pharmacist's quarterly report could be coordinated with the pharmaceutical services committee's quarterly report.

Standard B—Control and Accountability. This standard specifies that the pharmacist has established policies and procedures for the control and accountability of all drugs and biologicals throughout the facility and that the pharmacist is responsible for applying them. Also, it specifies that only approved drugs and biologicals are used in the facility and are dispensed in compliance with federal and state laws. It is essential that the pharmacist review all pharmacy laws and keep up to date with all changes.

The staff pharmacist should establish policies and procedures via the pharmaceutical services committee that prevent drug usage and distribution outside of controlled channels. These policies and procedures should provide for an accounting of the receipt and disposition of all pharmaceuticals with a definite emphasis on drugs subject to the Comprehensive Drug Abuse and Control Act of 1970. In the policies and procedures outlined by the pharmaceutical services committee, there should definitely be an inclusion of standing order procedures from each physician concerning over-the-counter drugs such as aspirin, acetaminophen, milk of magnesia, mineral oil, etc. The pharmacist must determine if records are being kept up-to-date and whether the number of drugs being received correspond to the number of drugs being administered and the number remaining. The pharmacist should report his findings in his quarterly reports and include any suggestions for change. If there are any immediate problems, he should report them to the administrator and the director of nursing so that corrections can be started. Since it has been suggested that the pharmacist use individual patient profiles for the complete drug utilization picture, it would be a simple procedure for the pharmacist to balance the number of drugs dispensed with the number of drugs being administered. The administration factor would be exemplified in the medication record used in the facility. Therefore, the pharmacist's hours

on duty must equal the hours that the medication room is operational. The pharmaceutical services committee should definitely establish who has access to the keys for the medication room in a facility and who is responsible for them.

If possible the pharmacist should try to dispense from the physicians original drug order or from a direct copy thereof to eliminate error. The physician should try to directly communicate with the pharmacist concerning drug therapy changes or additions.

Standard C—Labeling of Drugs and Biologicals. Since there are several distinct methods of drug distribution in skilled nursing facilities, each with its own characteristics, there should be clear definitions of labeling requirements for each method. The label on each patient's individual prescription should contain the patient's full name, the name and address of the pharmacy, name of the physician, the date of issuance (being the last date that the prescription was issued or refilled), the administration directions clearly spelled out, the name, strength, and quantity of the drug being dispensed, and the name of the pharmacist dispensing the drug. The expiration date of the drug should be included when necessary as well as cautionary statements and appropriate accessory labels. The labeling of drugs and biologicals is based on current state, federal, and local regulations. The label of each single unit dose package should contain the name and strength of the drug, the lot or control number and should be definitely identified with each specific patient as to the patients full name and prescribing physician's name. The criteria for the unit dose labeling requirement means that the name of the patient and physician does not have to be on the label of the unit dose container but the name of the patient and the physician must be identified with the unit dose package in such a manner as to positively insure that drugs will be administered to the right patient. The pharmacy services committee should establish a criteria for the labeling and storage of over-the-counter drugs.

Standard D—Pharmaceutical Services Committee. This committee is comprised of

at least the pharmacist, the director of nursing, the administrator and at least one physician. With the increasingly broad spectrum of pharmacy services in institutions, it is important that this committee monitor and develop sound policies of drug distribution, control, and usage. It is clearly established in this standard that the pharmaceutical services committee should determine the contents of the emergency drug kit (which should be in compliance with state and federal regulations), develop an approved method for ordering medications in the facility, receive and act on the pharmacist's written report and establish stop-order policies to assure proper drug utilization. The difference between a policy and a procedure is that a policy is the authoritative decision as to HOW a particular activity is accomplished or a situation is dealt with. The procedure is the method IN WHICH that policy is carried out. The pharmaceutical services committee is not expected to develop a formulary but there is no reason to preclude this committee from doing so.

The Nursing standards require that drug utilization be checked against physicians orders. This is necessary to prevent misuse of discontinued medication or to prevent the administration of a drug whose directions have been changed. The medication record, which is part of the medical record, should include at least: the patient's full name, the physician's name, name of the drug, strength, frequency of dosage, route of administration, the time that the drug was administered and the initials of the person who administered the drug. The medication record is necessary to provide, in the facility, an over-all record of patient drug therapy. It can also act as a record of receipt and disposition of drugs. The pharmacist should observe whether this is being accomplished.

Nursing standards also prohibit repouring of medication or that the person who prepares the medication for administration should also perform the drug administration act. Administration of medication is a nursing function, but the pharmacist should establish a working professional relationship with nursing personnel.

DEATHS

Joseph Lazarus

Joseph Lazarus, age 67, Sanford pharmacist, died June 24 in the Lee County Hospital after a short illness.

A graduate of the UNC School of Pharmacy, 1925, Mr. Lazarus was owner/manager of the Lee Drug Store, Sanford, for nearly 50 years.

Survivors include his wife, Virginia Moss Formy-Duval Thomas Lazarus; two sons, Dr. Michael Lazarus of Boston and Pharmacist Larry Lazarus of Sanford; a stepdaughter and a sister and eight grandchildren.

Donna Marie Dingler

Donna Marie Dingler, 14-year-old daughter of Ken Dingler (Suttle's Drug, Shelby) was killed in a fall from a pickup truck about 9:30 on the evening of Saturday, June 1. She died on the way to Charlotte Memorial Hospital at about 10:20. Donna, a rising 9th grader at Shelby Junior High is survived by her father and mother (the former Margaret Austin of Statesville), sisters Julia (16) and Barbara (12) of the home, and half-sister Mrs. Janice Dingler Arnold of Coleta, California and half-brother, Kenneth L. Dingler, Jr. of Phoenix, Arizona. Burial was in Cleveland Memorial Park, Shelby.

KING BROTHERS OPEN NEW PHARMACY IN MURPHY

Bill and Eddie King have opened a new pharmacy—King's Pharmacy, Valley River Avenue—in Murphy.

William L. (Bill) King is a 1971 graduate of the UNC School of Pharmacy. He has been employed as a relief pharmacist in Western North Carolina and adjacent Georgia-Tennessee areas.

His brother, Eddie, is a graduate of the School of Pharmacy, Mercer University.

THE THINGS THAT COUNT AT A PHARMACY

By Pharmacist Dave Montgomery
Greensboro

(Reprinted from *The Greensboro Record*,
April 10)

Please permit me to comment on the subject of prescription prices and to rebut some of the statements presented in the article, "Survey reveals drug prices vary widely," written by Sherry Johnson, which appeared in *The Greensboro Record* on April 2, 1974.

Although I have not seen published the complete finding of the survey made by the Price Interest Research Group, I strongly suspect that the wide variations in prices of prescriptions did not occur with any great frequency between a given number of pharmacies if the sampling was representative. I also suspect that the "tremendous profit margin" reported to be present "in some cases" does not occur with any significant frequency when the number of prescriptions (whether generic or not) is taken into account.

As with any commodity, the price that the consumer pays for a prescription is governed by a cost of acquisition, cost of dispensing (or operating cost), and profit. The typical independent pharmacy buys prescription products either directly from a drug manufacturer or from a wholesale distributor (whose price is generally 10 to 20 per cent above the direct price). Due to the great number of different products the pharmacist must stock and the large number of these products cannot be acquired directly from a manufacturer (by reason of economics or distribution policy), most drug products in the neighborhood pharmacy come from the local wholesaler. This fact has great import in providing the consumer with prescription services, which I shall deal with presently, but of equal importance is the effect it has on stabilizing cost of acquisition among pharmacies. In some large discount (sic) stores, prescription products are channeled through a company-owned warehouse

at a cost of acquisition lower than that afforded to the independent pharmacies. According to national surveys conducted by educational institutions, government agencies, professional associations and pharmaceutical companies, the average independent pharmacy earns a net profit of five per cent or less.

The area of operating expense and the resulting quality of drug distribution service, is what should be of primary concern to the consumer and his pocketbook. Certainly no one can deny that a drug product is a marketable and consumable product subject to all of the pressures of competition in our free enterprise system. But I feel that a drug product has certain characteristics which cause it to be in a category far removed from the usual consumer product.

To begin with, it is a potentially dangerous commodity unless it is prescribed, selected and dispensed (sold) with expertise and consumed with prudence tempered by proper instruction. On the other hand, its absence can also produce dire situations. The public is generally aware of the process involved in the prescribing of a drug, but there are many facets to be considered in its selection and dispensing which influence its action and may not be as apparent to the consumer. Beginning with its manufacture, the desired effect will be achieved only if proper procedures of formulation, the use of high quality ingredients, and the thorough testing of the finished product are carried out to insure that the product is therapeutically effective. It is true that there are certain requirements made by the government to insure product effectiveness and safety. This is true of other commodities also. These requirements insure that the product contains what it is supposed to contain (within certain limits), that it is pure (within certain limits), that it is properly packaged and stored, and that it provides the proper amount of usable drug once it is inside of, or in some cases, on the outside of our bodies.

Reaction to drug price/Rx price posting publicity by three pharmacists is here presented. Since another Rx price posting bill is anticipated in 1975 after The General Assembly is convened, other related comments will be published in the August issue of The Carolina Journal of Pharmacy.

Unfortunately, due to the tremendous number of manufacturers, the great variety of products and the understandably limited capabilities of the government agencies faced with such a ponderous task, it is necessary for the consumer to ultimately rely on the professional knowledge, skillful application of the involved sciences and the integrity of his physician and pharmacist. The physician and pharmacist, in turn, rely on the information available to them and on the reputation of the manufacturer.

That therapeutic effectiveness is not equal among all brands of a particular drug is a well known fact substantiated by governmental and private research organizations. In some cases the cheaper brands are as effective as the more expensive ones. But the fact remains that the majority of recalls due to product inferiority is greater among the products manufactured by "generic" companies, which like the "brand name" companies, have been allowed to market their products by the government. I disagree with the statement by Miss Gillette (a member of Wake Forest University's PIRG chapter) that the consumer understands the difference in what he is getting in the same way that he understands the difference between a Cadillac and a Volkswagen. I do agree, however, that a person should shop for his prescriptions. But he should shop not for price but for service and confidence.

He should choose a pharmacy where complete pharmaceutical service is provided. Some stores carry only fast moving products and are limited by their own warehouse inventories as to what drug products they carry. Some stores utilize technicians who may not be properly supervised by a pharmacist. Other stores use the prescription department in image discounting. Delivery services, charge accounts, medication records, health counseling, and high ethics should be regarded as being as important as the price when choosing a pharmacist. Personally I would shy away from any store in which a proper inquiry (telephone or otherwise) about the amount charged for a prescription was not openly answered.

In view of the vast number of different companies now marketing drug products under generic and brand names, I really cannot

imagine how a bill to post prescription prices could be implemented in a workable fashion. What would be the likelihood of a consumer, who is suffering from an acute illness, receiving any real benefit from having to choose between different brands of a generic drug carried in different pharmacies? In many cases, due to antisubstitution laws in this state, neither the consumer nor the pharmacist have a choice. Would it not be more reasonable for a consumer to choose a reputable pharmacist who will consult with the physician in an effort to provide quality products at the most economical prices?

As a consumer, I too am all for increasing my buying power, but I am afraid that not all so called consumer group-movements are pursuing their causes with wisdom and fairness to parties concerned.

SHOPPING AROUND FOR DRUGS OPPOSED

By Pharmacist Carl D. Taylor, Ahoskie
(Reprinted from *The Raleigh News & Observer*, April 24)

To the Editor: Your recent editorial praising the court decision to rescind the ban on prescription drug price advertising shows a complete lack of understanding of modern patient care and the interaction of all health care team members.

I find it appalling that a newspaper with considerable influence takes a stand urging patients to shop from pharmacy to pharmacy for prescription medication. At a time when physicians, pharmacists, and the entire health care team, are urging patients to select one pharmacist or pharmacy, you are encouraging or implying the opposite.

It is important that a patient select a pharmacy as carefully as he selects a physician. Many pharmacists are now maintaining patient medication profiles or medication records which provide a current record of all medications the patient is taking, plus drug allergies, chronic conditions, etc., plus a record of nonprescription medications for each patient. This is a very valuable record since most patients now see more than one physician. Examples: general practitioner, ophthalmologist, urologist, dentist, etc.

A patient may be seeing as many as three or four physicians and receiving prescriptions from each. The possibility of drug interactions or adverse reactions becomes very great. A pharmacist with medication records can detect and prevent these potentially harmful reactions if the patient utilizes only one pharmacy. The pharmacist is the only health care practitioner with a complete record of the patient's drug regimen.

However, if the patient uses several different pharmacies, possible interactions or adverse reactions will go undetected. For example: A patient saw his family doctor in 1971 with a throat infection, received a prescription for penicillin and had a mild allergic reaction which was recorded on his medication record by his pharmacist. He sees a urologist in 1974 and forgets about his allergic reaction to penicillin. The urologist gives him a prescription for penicillin; he takes it to his pharmacist who detects the possible allergic reaction from the 1971 record.

The pharmacist has prevented a possible severe reaction by informing the urologist who changes the medication. This reaction would not have been prevented had the patient been shopping from pharmacy to pharmacy.

ASK YOUR PHARMACISTS

By Ronald H. Small, President

Forsyth County Pharmaceutical Society
Winston-Salem

In reply to the Journal editorial "Posting Drug Prices" (April 12): We contend that prices are generally available to the public: Simply ask your pharmacists.

Prices of prescriptions do vary as do prices of any other given product or services. The question then remains, why is there a variance and how can price information best be presented to the public?

Retail prices vary generally in proportion to the services offered. Delivery, charge accounts, patient profiles, etc. add to operating expenses and the cost must be passed on to the consumer. Another factor to be considered is the pharmacy's source of supply. Wholesalers' prices also vary according to services rendered, and the ability to obtain

an item in a few hours as opposed to a few days may often cost more.

Prices may also legitimately vary due to quantity purchased. Generally prices on larger amounts will save the pharmacy and thus the customer's money. Some operations have the ability to buy and move greater quantities of drugs in a short time and thus save money.

Another variant in cost of drugs may be the drug itself. Some generic brands, while cheaper than name brands, may be of questionable quality and potency.

After considering the above, it can readily be seen that prescription prices can vary while remaining legitimate and fair.

While we feel it is the right of the consumer to obtain prices upon request, it remains a difficult problem as to how best to provide meaningful information accurately and with speed. It is generally felt that price shopping by phone is not the most satisfactory method. Continual interruptions to a pharmacist who is in the process of filling a prescription serve to distract his attention. Ill patients waiting in the store for prescriptions to be filled will be kept waiting longer. Often a caller is unfamiliar with the drug and may not be able to give the pharmacist accurate information thus causing a misunderstanding and possible errors in pricing. Trying to guess a drug's name from sketchy information can be time consuming, but pharmacists will generally try to do this if it is felt that the request is legitimate.

Another method of obtaining information is through posted prices, generally of the 100 most prescribed drugs. This can be misleading. It is almost impossible to give a complete breakdown of all the drugs in all the different quantities dispensed. Mixing more than one drug into a prescription can also cause difficulty in how best to present this information. Posting prices does not necessarily assure competitive prices on all drugs. It is possible to give incorrect impressions by having low listed prices and then overcharging on other items to make up the difference.

It is felt that the best method of obtaining price information is simply to request it before the prescription is filled. It is less time consuming in the long run and more

accurate. Shopping by posted prices requires a visit to the store anyway, so why not use the direct approach and save time and money?

MARRIAGES

THUTT-BOWEN

Miss Kathryn Ann Bowen and Thomas Russell Thutt, both of Clinton, were married June 8 in Centenary Methodist Church of Harrells. Both Mr. and Mrs. Thutt are graduates of the UNC School of Pharmacy. Mrs. Thutt is employed at Sampson County Memorial Hospital of Clinton, and her husband is with Tart and West, Roseboro.

SMITH-WHITCOMB

Miss Beverly Whitcomb, 5th year student at the UNC School of Pharmacy, and Russell Eugene Smith, graduate of the School, were married May 19 at the First Methodist Church of Davidson. Mr. Smith is with Eckerd's Arlan's Plaza of Durham, and Mrs. Smith is interning at Eckerd's Forest Hills Pharmacy.

PHILLIPS-CRAVER

Miss Myra Craver, 1973 graduate of the UNC School of Pharmacy, and Donald Gilbert Phillips were married June 9 at Hedrich's Grove United Church of Christ, Lexington. Mrs. Phillips has accepted a position at Womaek Hospital Pharmacy, Fort Bragg. Mr. Phillips is a communications advisor with Carolina Telephone and Telegraph in Fayetteville.

PALMER-HONEYCUTT

Jerry Wilson Palmer, graduate of UNC School of Pharmacy, and pharmacist at Upchurch Drugs of Durham, was married May 25 to Miss Helen Elizabeth Honeycutt of North Wilkesboro. Mrs. Palmer, graduate of UNC School of Nursing, has accepted a position as an epidemiologist at Duke University Hospital.

MORETZ-CREWS

Jonas Clayton Moretz, Jr., pharmacist at Eckerd Drugs of Reidsville, and Miss Nancy Elizabeth Crews of Walkertown were married May 25 at the Loves United Methodist Church. Mrs. Moretz is a rising senior in the UNC-G School of Nursing. Mr. Moretz is a graduate of UNC School of Pharmacy.

KING-HOGAN

Miss Charlotte Gail Hogan of Burlington and Alvin Darrell King of Asheboro were married May 26 in the Sarah P. Duke Memorial Gardens on the Duke University campus. Mr. King, graduate of UNC School of Pharmacy, is with Reveo Drug Center of Winston-Salem.

DEDRICK-DRAUGHON

Miss Reba LaRue Draughon and Stephen Cannaday Dedrick, both graduates of the UNC School of Pharmacy, were married May 26 at Saint Stephen's Episcopal Church of Erwin. Following a wedding trip to Hawaii, the Dedricks are living in Durham, where he is a pharmacist at Duke University Medical Center. She has been employed at Lanier Drug Company of Erwin.

SMITH-WILLIS

Miss Margaret Jordan Willis of Greensboro and Donald Lee Smith of Jamestown, were married May 18 at First Baptist Church of Greensboro. Mrs. Smith, graduate of UNC School of Pharmacy, is employed by Melvin's Pharmacy, Raleigh. Mr. Smith is a computer systems analyst for the N. C. Department of Social Services, Raleigh.

TUCKER-LASLEY

Miss Martha Hope Lasley of Madison and Michael Haskins Tucker of Aoshkie were married May 19th in the Oak Grove Baptist Church of Madison. Mr. Tucker, 1974 graduate of the School of Pharmacy at UNC, was vice-president of his class, and a member of Phi Delta Chi. Mrs. Tucker is employed as a registered nurse in Clinical Research at Memorial Hospital, Chapel Hill.

CANNON-BURRIS

Miss Marianne Aurelia Burris, daughter of Pharmacist and Mrs. Loy Ray Burris of Valdese, and William Bruce Cannon, graduate of the UNC School of Pharmacy, were married June 8 in the Waldensian Presbyterian Church of Valdese. The couple will live at Foxcroft Apartments, Chapel Hill. Mrs. Cannon is majoring in early childhood education at UNC-CH and Mr. Cannon is employed by Eckerd's of Durham.

BIRTHS

Mr. and Mrs. Willis Whitehead of Siler City announce the birth of a daughter, Loretta Diane, on May 5. Pharmacist Whitehead is an immediate past member of the executive committee of the North Carolina Pharmaceutical Association.

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GREENSBORO

The May meeting of Greensboro Drug Club Auxiliary was a luncheon at the Greensboro Country Club. Hostesses were Mrs. E. R. Kinard, Jr., Mrs. Marion M. Edmonds and Mrs. George H. Edmonds.

The invocation was given by Mrs. Briggs E. Cook.

Mrs. Dave W. Montgomery, President, expressed appreciation for the cooperation received during the year.

Following reading and adoption of the minutes Mrs. R. F. Whitley, the author of

the charge, installed the new officers for 1974-75. They are as follows:

President: Mrs. David W. Montgomery
Vice-President: Mrs. William P. Brewer
Secretary: Mrs. Roger C. Barricks
Treasurer: Mrs. Dale C. Bracker
Chaplain: Mrs. J. Frank Pickard
Historian: Mrs. George H. Edmonds
The meeting concluded with a discussion of improvements for the new year.

CLASSIFIED ADVERTISING

Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

In replying to "blind" ads, address Ad. No. ———, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514

WANTED—A spirit-filled Christian pharmacist for an established pharmacy, part ownership, no cash necessary. QMG-6.

WANTED: Late model cash register with billing capability. JBB-7.

OPPORTUNITY open for an experienced pharmacist to manage new pharmacy to be established at Atlantic Beach. Call or write Julian Upchurch, Upchurch Drugs, Durham, N. C. 27704.

FOR SALE—Two glass island fixtures. Ideal for cosmetics or gifts. \$60.00 each. Also glass wall fixtures in 5 foot sections, total 30 feet. All for \$275.00. Cost \$600.00 6 months ago. Jerry D. Rhoades, Box 2, Southern Pines, N. C. 919-692-8800.

FOR SALE—One complete set of fixtures including Rx balance, ice machine, display cases, etc. T. W. Hough, Tollison Pharmacy, Wadesboro, N. C. 694-2188.

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AUG 8 1974



Members of The Consolidated Pharmacy Fund Committee of the North Carolina Pharmaceutical Association are shown, left to right: B. R. Ward, Goldsboro; Howard Q. Ferguson, Randleman; Robert B. Hall (Chairman), Mocksville; and G. Tom Cornwell, Morganton.

The committee supervises general control over contributed funds designated specifically to aid needy/deserving students of the School of Pharmacy, University of North Carolina.

Since the Fund was established, a total of 829 loans has been approved by the committee. Due to repayments, more than \$2 has been loaned for every dollar contributed. At the present time, there are 64 individually named funds all operating under the designation: Consolidated Pharmacy Fund.

The committee, meeting in Chapel Hill on July 17 at the Institute of Pharmacy, appropriated sufficient funds to take care of anticipated loan applications in late August when the new school year opens.

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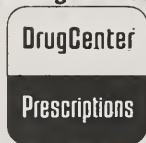
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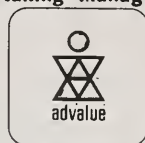
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The Carolina JOURNAL OF PHARMACY

August, 1974

Vol. LIV

No. 6

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MEDICAL KIT FOR TRAVELERS

Washington pharmacist Dorsey Welch, newly returned from a trip to Brazil, reports that a standard treatment for a common complaint in Brazil is (as referred to by the natives) *low motel*.

In this connection, a national magazine (Patient Care) says that medical travel kit will meet the basic needs of a traveler for two weeks.

Respiratory infection (cold symptoms, sinusitis, allergy or other signs of upper respiratory congestion): Chlor-Trimenton, 14-16 tablets; Ornade, 14-16 capsules; Corceidin D, 14-16 tablets; or Benadryl, 10 capsules.

Diarrhea (more than twice in 24 hours): Lomotil, 30 tablets.

Constipation: Duleolax suppositories or milk of magnesia tablets.

Gastrointestinal upset: Donnatal, 30 tablets.

Motion sickness: Dramamine, 15 tablets.

Aches and pains: Darvon, 24 capsules; or Empirin Compound with codeine, 24 tablets.

Plus adhesive tape, antiseptic, aspirin, bandages, a first aid book (Red Cross) and gauze.

You may prefer to assemble your own custom-designed kit. In any event, this personalized service for the traveler will be appreciated. Obviously, in some cases, (Controlled Substances) a doctor will be involved.

MDs INSIST ON PRIVATE TELEPHONE LINES

The President of the Guilford County Society of Pharmacists received this letter signed by 50 Greensboro MDs:

Dear Sir:

It has become increasingly apparent that there is too much time being lost waiting on a pharmacist to answer the telephone when prescriptions are called in. It is most disconcerting to us that private telephone lines are not put in all drug stores so that the physicians of Greensboro will have

the benefit of its use. We would insist that this be done in the hope that more time then would become available for us to treat our patients and less time be used on the telephone.

The letter was discussed by members of the NCPHA Executive Committee at a meeting in Salisbury on June 29. The general opinion of the committee was that in many instances, where a pharmacist has three or four lines, the physician would reach the pharmacist more quickly than on a private line.

Some pharmacists have stated a solution might be a reciprocal arrangement whereby the MD would put in a private line for the exclusive use of MD and pharmacists.

PIKE ATTENDS SK&F ADVISORY COUNTY MEETING

Jesse Miller Pike, Sr., R.Ph., President and Chairman of the Board, Pike's Drug Stores, Inc., Concord, North Carolina, participated recently in the Pharmacy Advisory Council sponsored by Smith Kline & French Laboratories in Philadelphia.

The thirteen-member Council serves as a sounding board on SK&F policy, positions and programs. This year's dialogue focused on issues of importance to both the profession and the industry including the OTC market, today's business environment, hypertension and pharmacy services. Representatives of community, hospital and student pharmacy, as well as pharmaceutical wholesalers, attended the three-day event.

The SK&F Pharmacy Advisory Council was established in 1962 as a forum for the exchange of ideas, as well as a means of creating better understanding within the pharmaceutical field.

NARD CONVENTION
Las Vegas
Sept. 29-October 3

FEDERAL COURT DISMISSES CHARGES AGAINST FIVE DRUG COMPANIES IN CLASS ACTION ANTITRUST SUIT

Judge Franklin T. Dupree, Jr. of the federal court in Raleigh, N. C. has thrown out all charges in the antibiotics antitrust damage suit filed by the State of North Carolina in January, 1969 against Pfizer and four other companies—American Cyanamid Company, Bristol-Myers Company, Squibb Corp., and the Upjohn Company.

This decision comes only a few months after the acquittal of Pfizer, Cyanamid, and Bristol in a criminal antitrust suit involving the same issues in the federal court in New York, in November, 1973.

In the North Carolina case, the defendants were charged with conspiracy to fix prices and exclude competition, and Pfizer was charged with having obtained the patent on the antibiotic tetracycline by making misrepresentations to the Patent Office. Judge Dupree found that the defendants were not guilty of any of the conspiracy charges and further found that Pfizer did not make any misrepresentations to the Patent Office. The Judge decided that an uncompromising duty of disclosure is required of an applicant before the Patent Office, and he rejected the State's contention that this high standard had not been met.

The North Carolina case was a class action on behalf of the state and all cities, counties, public institutions and consumers in the state. The case was tried before Judge Dupree in 1973 and briefs were completed in February, 1974. The transcript of the trial occupies almost 100 volumes and 11,000 pages.

Mr. Edmund T. Pratt, Jr., Pfizer's Chairman and Chief Executive Officer, said, "Particularly after such a long and thorough trial of the issues, we were most pleased to receive this further decision completely vindicating the company."

NARD CONVENTION
Las Vegas
Sept. 29, October 3

CPD INITIATES COUNTDOWN

Reprinted from Consumer Protection News
 June 1974

For an inaugural blast-off, the CPD staff did a deadline mini countdown.

The Reveo Discount Drug Store in Raleigh was chosen for the test site because it was convenient.

The results were impressive and may or may not reflect the prevailing quantity rate citywide.

Aspirin—a bottle of 100—count: 100. Accurate.

Cough drops—a bag of 30—count: 31. Over 1.

Writing paper—a tablet of 40—count: 39 sheets. Under 1.

Bobby pins—canister of 350—count: 357. Over 7.

Envelopes—boxes of 50 and 100—count 50, 100 respectively. Accurate.

Cotton balls—package of 260—count: 260. Accurate.

Paper ring reinforcements—package of 500—count: 523. Over 23.

Memo pads—package of 4 pads (60 pages each)—count: 60 pages each. Accurate.

Saccharin tablets—bottle of 1,000—count: 1,083. Over 83.

While a CPD staffer knelt in the store, counting the pages of a writing tablet, a little old lady approached the rack and watched for a moment. She then reached for her purchase—a box of envelopes.

Deftly, she flipped the lid and her fingers flew as she, too, did a quick countdown.

DR. BRECHT RETURNS TO CHAPEL HILL

Former UNC School of Pharmacy Dean E. A. Brecht has returned to Chapel Hill following retirement from the faculty of the School of Pharmacy, Northeast Louisiana University.

Dr. Brecht will make his home at 404 East Rosemary, Chapel Hill. Telephone: 919-967-4254.



PLAQUE PRESENTATION—Edwin R. Fuller (left), 1974 Pharmacist of the Year, receives NCPHA mortar and pestle plaque from W. Whitaker Moose, immediate past president of the NCPHA. Photo by Colorcraft.

EDWIN R. FULLER, PHARMACIST OF THE YEAR, PRESENTED NCPH MORTAR & PESTLE AWARD

Edwin R. Fuller, Salisbury, who was designated North Carolina Pharmacist-of-the-Year at the Association's annual meeting in Pinehurst, was honored at a dinner at the Holiday Inn, Salisbury on June 29th, attracting more than one hundred colleagues, family and friends from over the state.

William H. Wilson of Raleigh, President of the NCPHA, served as presiding officer. Mr. Fuller's pastor, The Reverend Victor G. Cole of the First Baptist Church of Salisbury brought the Invocation, and guests were officially welcomed by William C. Stanback, Mayor of the City of Salisbury.

Tributes to Mr. Fuller were brought by Glenn E. Ketner, President, Rowan Investment Company and Edwin E. Koontz, Di-

rector, Department of Social Services for Rowan County. Representing the pharmacists of the state was Robert B. Hall of Mocksville, a Past-President of the NCPHA.

Presentation of the Award was made by W. Whitaker Moose of Mount Pleasant, immediate Past-President of the Association.

June 29th was a red-letter day for the Fullers. Climaxing the Mortar-and-Pestle Award Dinner was a reception hosted by the Fuller children in honor of the Fuller's 33rd wedding anniversary.

The dinner and reception provided an excellent opportunity for a family reunion including the four children, three daughters-in-law, two grandchildren, and mothers of both Mr. and Mrs. Fuller.



Although short on its spelling, Holiday Inn of Salisbury extended a warm welcome to the 1974 Pharmacist of the Year and guests who attended the dinner party on June 29. Photo by Colorcraft.



The 1974 Pharmacist of the Year program participants are pictured (l. to r.): William C. Stanback, Mayor of Salisbury; The Reverend Victor G. Cole, Pastor, First Baptist Church of Salisbury; Edwin E. Koontz, Director, Rowan Department of Social Services; Glenn E. Ketner, President, Rowan Investment Company, Salisbury; William H. Wilson, Raleigh, President, North Carolina Pharmaceutical Association, who presided; Edwin R. Fuller, 1974 recipient; W. Whitaker Moose, Immediate Past-President, NCPHA, Mt. Pleasant; Robert B. Hall, NCPHA Past-President, Mocksville. Photo by Colorcraft.



Former pharmacists of the year are pictured with the 1974 award recipient: Pictured (l. to r.) Hoy A. Moose, Mt. Pleasant; John T. Henley, Hope Mills; Jean Bush Provo, Raleigh; Edwin R. Fuller, 1974 recipient, Salisbury; June Bush West, Raleigh; W. Dorsey Welch, Washington; Robert B. Hall, Mocksville; B. R. Ward, Goldsboro; Wade A. Gilliam, Winston-Salem. Photo by Colorcraft.

SOME OF OUR FOLKS ARE ALWAYS LOOKING FOR TROUBLE.

And most of the time they find it on the other end of a phone call. Calls from concerned pharmacists just like yourself.

Each one a different question about correct usage, dosage and proper application of pharmaceuticals. And each one could lead to trouble without the correct answers right then and there.

Our men have had dozens of years experience in troubleshooting your questions. They're not a bunch of whiz kids, so, sometimes they may not know the answer. But when they don't, they'll do their best to find out and call you back right away.

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ACTION BY THE NCPHA EXECUTIVE COMMITTEE

The Executive Committee of the North Carolina Pharmaceutical Association met in Salisbury on June 29, 1974, prior to the Edwin R. Fuller "Pharmacist of the Year" dinner.

All members of the committee were present: W. H. Wilson (Chairman), Tom Burgess, George Edmonds, Eugene Hackney, John C. Hood, Jr., Donald Miller, Joe Miller, L. M. Whaley, Michael Whitehead and W. J. Smith (Secretary).

Here is a digest of the two-hour session:

1. Newly appointed UNC Pharmacy School Dean Blaug to be invited to attend August meeting of the NCPHA Executive Committee.

2. Request by 50 Greensboro doctors for private telephone lines into pharmacies. Action by Guilford County Society of Pharmacists scheduled in early fall.

3. NCPHA will investigate possibility of sponsoring an Antabuse Drug Program similar to one now operational in Oregon.

4. Board of Pharmacy has tentative plans to vacate its Institute of Pharmacy quarters by January 1, 1975.

5. President Wilson and Committee Member Whitehead met with officers of the UNC School of Pharmacy Student Branch of the NCPHA. Program set for fall semester. Co-operative joint organizational effort best in years.

6. Triplicate Prescription Blanks suggested by the North Carolina Drug Authority. Committee recommendation: Would serve no useful purpose and would be expensive and time-consuming to install.

7. Committee instructed Secretary Smith to advance the release date of The Carolina Journal of Pharmacy to first week of the month.

8. Medicaid Prescriptions:

(a) Favors \$1.00 co-pay—do not support the 50¢ co-pay implemented (effective July 1, 1974) as a result of a Federal directive.

(b) Favors \$2.50 professional fee (current \$2.00 fee is unrealistic in the face of current operational costs).

(c) Major changes in the Medicaid prescription program: Providers should be notified prior to release of information to recipients (in the case of the 50¢ co-pay, recipients were notified 10 days ahead of the providers).

9. H. Shelton Brown, Jr., Director of Professional Relations, Paid Prescriptions, outlined a proposed "computerized patient profile system" which Paid is developing. NCPHA will follow progress of the system.

10. NCPHA President Wilson and Executive Director Smith will attend August 29-September 1 meeting of the Southeastern Executives Meeting in Orlando, Florida. Other committee members expressed interest in attending the meeting.

HOSPITAL PHARMACY NOTES

William T. Williams has been appointed Director of Pharmacy Services, Eastern North Carolina Hospital, Wilson.

Before accepting the ENC Hospital position, Williams was employed in the Community General Hospital at Thomasville as director of pharmacy, purchasing and central supply.

In his new position, Pharmacist Williams will be responsible for the hospital's pharmacy operation, inventory and cost record for drug supplies and as a resource person for in-service training and staff development.

Williams is immediate past president of the N. C. Society of Hospital Pharmacists and is presently Chairman of the NCPHA Committee on Institutional Pharmacy.

L. T. Holder has been named Director of Pharmacy Services, Caldwell Memorial Hospital, Lenoir. He succeeds Fred Fitzgerald who recently resigned.

A 1972 graduate of the UNC School of Pharmacy, Pharmacist Holder until recently was associated with a Elizabeth City pharmacy. He resigned from the N. C. Highway Patrol to study pharmacy.

SUBSTITUTION OF GENERICS FOR PRESCRIBED BRAND NAME DRUGS RESULTS IN \$1800 REFUND TO PAID PRESCRIPTIONS

Information was received that . . . Pharmacy of, North Carolina was substituting cheap generic drugs for brand name drugs. An onsite inspection was made of a local nursing home that was being supplied by . . . Pharmacy revealed that in the majority of cases bottles were labeled with brand names and the generic counterpart was dispensed. With the substitutions being established a check was made on the corresponding prescriptions on file in . . . Pharmacy. These showed that brand name drugs had been ordered on every prescription. And finally a check of our audit report showed the prescriptions had been billed to Paid Prescriptions at brand name prices.

Copies were made of all check vouchers sent to . . . Pharmacy for the period December 1, 1972 through December 31, 1973. These copies were taken to . . . Pharmacy and, after a list of the generic drug on hand

was made, a comparison was taken to determine the number of claims that had been substituted. After determining these drugs a tally was taken to obtain a total cost of the claims paid less the professional fee.

A cash differential between generic and brand name drugs was calculated by comparing the *Red Book* AWP for the brand name drugs with the cost of the generic substitute for fifteen of the most commonly used drugs. This difference (overcharge) equaled 52% of the total cost of drugs. The overcharge amount was agreed upon by the owner of . . . Pharmacy and the North Carolina Department of Social Services. A refund was made by check payable to Paid Prescriptions. This check was in the amount of \$1,833.78 and deposited in Paid Prescription's Operating Account on January 25, 1974.

The determination of the amount of the refund was established by using a listing of fifteen of the most commonly substituted drugs. The computations are as follows:

Drug	AWP	Generic Substitution	
1. Phenergan Tabs 25 Mg.	7.88	"	1.99
2. Trinsicon Pulvules	4.13	"	1.80
3. Lanoxin 25 Mg.	1.05	"	.36
4. Hydrodiuril 50 Mg.	6.06	"	1.00
5. Pavabid	10.38	"	1.80
6. Ameil	14.89	"	12.00
7. Darvon 65 Mg.	7.02	"	3.73
8. Thorazine 50 Mg.	4.40	"	3.17
9. Lufyllin 200 Mg.	5.03	"	3.00
10. Macrodantin Caps 50 Mg.	12.33	"	9.50
11. Darvon Comp. 65	7.30	"	4.50
12. Kaon Pt.	3.94	"	1.50
13. Noctee 500 Mg.	5.00	"	1.04
14. Fiorinal	3.30	"	.60
15. Noctee Syrup Pt.	2.14		.70

$$\frac{6.35}{3.05} \times 100 = 48\% \text{ or } 52\% \text{ overcharge}$$

It was determined by count of prescriptions on check vouchers that 1380 claims were overcharged to Paid Prescriptions by the established 52%.

Total money of the 1380 RX's =	\$6286.50
Fee Paid	2760.00
Drug Cost	<u>\$3526.50</u>
	\$3526.50
	<u>x 52%</u>
	\$1833.78 <i>Total Refund</i>

A NOTE ABOUT THE AUDIT

The expenditure of federal and state funds carries with it an audit potential. From time to time, when deemed appropriate, Paid Prescriptions and the Division of Social Services of the N. C. Department of Human Resources conducts audits of the state's \$20 million Medicaid Rx Program.

Here is the end result of one such audit; others will appear in the future.

All pharmacists have a direct responsibility in seeing that such programs as the Medicaid Pharmacy Service Program operate on a fiscally sound basis. Any deviation weakens the program and ultimately, if a sufficient number of providers of services establish their own guidelines, the program could be replaced with one far less acceptable than the one now being administered by Paid Prescriptions.

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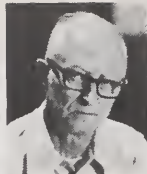
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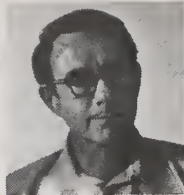
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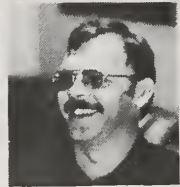
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TAR HEEL DIGEST

ELKIN—Edwin Royal has been elected to a three-year term on the board of directors of the N. C. Merchants Association.

WARSAW—Bill Taylor, Jr., UNC Pharmacy Graduate 1972, has accepted a position with the Buffalo General Hospital, Buffalo, New York. He will be chief pharmacist resident in the clinical residency program at the hospital.

VALDESE—The Rock Drug Store was chosen "Business of the Month" in June by the Valdese Jaycees. An inscribed plaque was presented to Buddy Peile.

TRYON—Charles E. Davis, Jr., a pharmacist at Tryon Pharmacy, retired effective July 1 according to Ellis M. Fincher. His successor is Pharmacist Odel Matthews of Columbus.

TAYLORSVILLE—People's Drug Store moved to its new 3200 square foot building across from the Alexander County Hospital in early August.

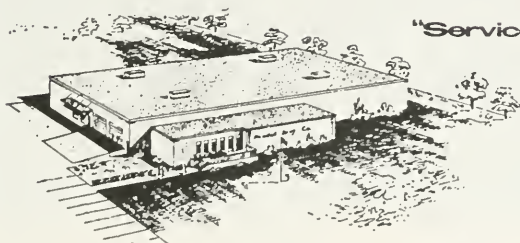
HUDSON—Pharmacist Harold Bolick has been elected a director of the newly organized Hudson Merchants Association. He is associated with Hudson Drug Company.

KING—Joe Perkins, co-owner of Stokes Pharmacy, has been named a member of the Stokes County Planning Board.

RECOMMENDED: MOTION PICTURES

CHOOSING LIFE—a 13-minute film presented by the National Association of Chain Drug Stores as part of the National High Blood Pressure Education Program now in progress. A community pharmacist, explains in easily understood terms, the implications of high blood pressure and tells how individuals can guard against this insidious menace to health that helped kill 250,000 Americans last year. Offered on a free loan basis by Walter J. Klein, Ltd., 6301 Carmel Road, Charlotte, North Carolina 28211. List 1st, 2nd and 3rd choice show date.

MR. GALEN COMES TO TOWN—An educational and entertaining story about what happens when Galen, a renowned physician of antiquity, steps into the 20th century and discovers the fascinating world of pharmaceutical progress. Color, 28 minutes. Write: Modern Talking Picture Service, Inc., 2323 New Hyde Park Road, New York, N. Y. 11040.



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Graduating Class, School of Pharmacy, U
Picture made in the lobby of Hill Hall, M



University of North Carolina, Chapel Hill, N. C.
1974 (Rain prevented outside photo).

RITE OF THE ROSES

Conducted by Mrs. June Bush West
and Mrs. Jean Bush Provo

I think it is fitting that before we step forward, we pause and honor the twelve fellow-pharmacists who are not with us today.

As I started to think about what I would say, it became increasingly clear that aside from the dark void left by their absence I was struck with the fact that these twelve pharmacists devoted their lives to serving others. The remembrance of them brought a myriad of small pictures into focus and when gathered up and threaded together left me with an indelible impression of twelve unselfish contributions to society.

I was at a loss to express my feelings until it came to me . . . the *only way* I know how to express myself is through poetry, so, I dedicate this poem to our twelve late friends and I give to you:

Twenty-four hands

*Memory-laden and beautiful
Scarred, perhaps,
Yet they held high the banner of hope
Against the dark edges of despair . . .
Searched endlessly for beauty
And the culmination of their dreams.*

Willing hands that stretched outward . . .
always . . .

*To help the suffering
To brighten the hollow, saddened eyes
of the sick
To warm the palsied souls of the aged
And yet . . .
Still frame the small, frightened face of
a crying child.*

Twenty-four remarkable hands

*Quick with life and the joy of living,
Quick with life and the joy of giving . . .
Holding friendship in every palm
A fountain, where all the sorrowing could*



Mrs. June Bush West and Mrs. Jean Bush Provo

drink

And lighten the poison of pain . . .

Twenty-four impatient hands

*Weary of the long fingers of disillusion-
ment*

Work-laden, heavy with tedious tensions

Unceasing in their efforts to alleviate

The fears of the living

The fears of the dying

The fears of the lonely . . .

Forever, hands outstretched . . .

*To shaking frames with thick
tongues . . .*

To the confused, blinded by misery

Like dark birds in flight . . .

Each hand, all-loving, all-caring,

All reservoirs of strength

*For the never-ending passing parade of
humanity*

Each fleeting memory is as short-lived as the
Flaming beauty of a wild rose . . .

All leaving small scars that never heal

But remain precious to us . . .

Small secrets in this net of remembrance.

Twenty-four beautiful hands . . .

*Now uplifted through the portals to
eternity*

Touching the harp with angel wings

All dwelling in pearl beauty.

So now . . . I say . . . sleep . . . sleep with
peace . . .

All hands stilled . . . all stilled . . .

All resting in the Master's Hand . . .

But never forgotten.

DECEASED MEMBERS

FRED LAMBERT HOOPER—

April 23, 1973

ARCHIE DUVAL WALKER—

April 29, 1973

SHARON ILENE FISHER—

June 21, 1973

SAMUEL HOWARD PRICE—

June 24, 1973

CURTIS HILL OAKLEY—

August 28, 1973

JIMMIE BARNETT—

October 28, 1973

ISAAC L. ZUCKERMAN—

November 13, 1973

ROBERT BAUGHAM BOLTON—

December 8, 1973

CHARLES JONES SISK—

December 10, 1973

EDWARD WATSON WOOLARD—

December 18, 1973

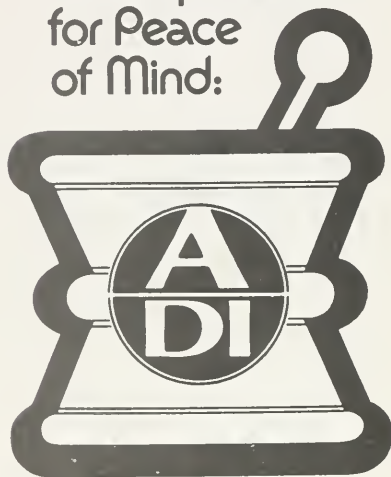
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REPORT: NCPHA COMMITTEE ON COMMUNITY PHARMACY

By Donald V. Peterson, Chairman

During the past year the Committee on Community Pharmacy has adopted projects and considerations designed to attract pharmacy students to community practice; and, for the practicing pharmacists, to stimulate his desire and imagination in his own store operation as well as in his becoming an influence in his community.

Under the direction of our esteemed secretary, W. J. Smith, we have been conducting a series of one-hour evening lectures at the Institute, bringing in outstanding community pharmacists from throughout the state to speak to our students about community practice. These speakers have been relaying to the students their personal experiences, satisfactions, ideals, and goals that have made their practices so meaningful to them.

Forty-five students in the 4th and 5th-year classes enrolled for this series, and attendance has ranged from 25 to 30 for each lecture. We hope this program can be continued next year and expanded to include the 3rd-year students as well.

The energy crisis continues to plague everyone regardless of his type of work. We, as pharmacists, certainly are aware of this because we are hit from all sides with cost increases created by oil shortages:

1. The increased cost of gasoline, plus your delivery man sitting idle in a gas station line for as long as an hour, are only two factors you need to consider in determining your cost of deliveries.

Further, we suspect the demand for delivery service has increased since Mrs. Jones would prefer to see you burning your gasoline rather than her burning her own to drive to your store.

Although we did not conduct an actual study on delivery costs, it is suspected that this figure now approaches \$1.00 per delivery. For this reason, some stores have adopted a policy of only one or two delivery runs per day . . . as opposed to the "delivery within the hour" days of old.

2. We urge the officers of this association to fight for inclusion of pharmacy in any provisions made for emergency gasoline supplies to other medical personnel. Why get the doctor to the patient if we cannot get the medicine to the same patient? Many stores are greatly dependent on telephone business.

3. From the other direction, price increases are occurring at a phenomenal rate.

Each week, hundreds of price increases are passed on to your store by the manufacturer and the wholesaler. You have some protection on your front-of-the-store inventory if the manufacturer or wholesaler invoice shows you the new suggested retail price. However, if there is no suggested retail price, do you have a sure-fire system for your stock clerk to use to catch these price increases? In the prescription department, the problem seems to get worse! Again, price increases occur every day . . . yet many stores are refilling prescriptions today for the same price they charged when the prescription was originally filled.

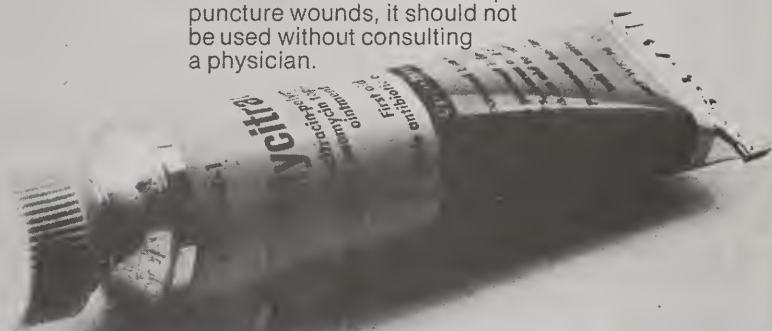
We, as a committee, urge you to develop a system to catch the increases and pass them along to the customer. One simple way would be through the use of "red alert" sticker on your stock bottle to make all pharmacists in your store aware to the fact that it represents a new price. It is quite possible that this one thing is contributing dramatically to the declining net profit of the average drug store.

The electronic age of today offers tremendous help to you in combatting these declining profits! Wholesalers are offering you new services now, with more to come in the future. Accounts receivables programs, advertising and merchandising programs, preprinted price stickers, electronic ordering, merchandise movement data, and complete accounting systems are some of the programs your wholesaler has developed, or is developing, for you. He is there to serve you! We urge you to analyze these programs and work closely with him in order

(Continued on Page 23)

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COMMUNITY PHARMACY

to develop a more efficient operation. Some of the benefits you can derive are:

1. Virtual elimination of pricing errors;
2. Reduction in man hours devoted to ordering, pricing, stocking, and promoting; and,
3. Improved inventory control.

We also urge this association to study the practical utilization of computers for setting up a statewide patient profile system to which all stores could have access.

At the local level we find that many areas of our state do not have a pharmaceutical society, while those that do exist generally find themselves weakened because of a lack of communication between the hospital pharmacist, the independent pharmacist, and the chain store pharmacist. We should bear in mind that professionally our ideals are the same, and we should be able to study our problems together as professionals and put aside our differences as businessmen. A strong effort needs to be exerted at the local level if we are to enhance the image of pharmacy at the national level.

One item that is going to affect us locally is coming from far-off Washington. The Kennedy hearings have produced testimony by HEW's Assistant Secretary of Health, Dr. Charles Edwards, that the department is not only studying manufacturer's prices, but what you charge your customers as well. Without a strong, united effort at the local level we might very well find ourselves filling prescriptions by use of a "Federal cookbook" which tells us what reimbursement we will receive on any given prescription.

One way we can be of service at the local level as to take advantage of every speaking opportunity before civic groups in an effort to clear up the confusion being created by the Public Interest Research Group (PIRG). Newspaper articles reporting this group's surveys are confusing to the general public and damaging to our profession if we allow it to go uncontested. The articles do not give enough information to allow it to reach an intelligent conclusion, consequently the public dismisses all questions concerning what quality product was dispensed, what

the reputation of the manufacturer is, whether a generic brand was dispensed by all stores included in the survey or are some stores too small to carry generics as well as branded pharmaceuticals.

My case in point here is from an article in the Durham Morning Herald on the 12th of this month. Here, the surveyers compared the cost of a prescription for Propoxyphene at a small, independent drug store to that of a large chain. Besides not mentioning strength, formula, quantity, or manufacturer, this article failed to point out that this small independent is located in one of the poorest sections of Durham and probably does not even stock a generic Propoxyphene. PIRG further put the independent at a disadvantage by naming the stores involved. Is it possible that one of this group's aims is to drive the independent out of business? Ladies and gentlemen, we can not afford to sit idle and wait for an answer to that question.

Another tool available to you is this pamphlet, "How Do You Choose Your Pharmacy?," which has been approved by this committee and is available for you to distribute from the Institute of Pharmacy.

Ladies and gentlemen, our profession faces many trials today . . . from the decisions which our pharmacy students must make as to what areas in which to pursue their careers, all the way to the decisions coming out of Washington. If we are to preserve what we have worked and fought for all these years, each of us must get involved.

INCORPORATE

Brevard Pharmacy, Inc., West Main Street, Brevard. Kathleen R. Weaver, Hazel E. McCormick and John K. Smart, Jr.

Omega Prescription Center, Inc., 600 North Elm Street, Greensboro. A. Omega Dean.

Belmont Pharmacy, Inc., 219 Gilmer Street, Reidsville, W. G. Dudley, Jr., Charles Arnold Britt and Gregory L. Jenkins.

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It's the least we can do for a partner.



CONSOLIDATED PHARMACY FUND

By Robert B. Hall, Chairman

(Report submitted to the 94th Annual Convention of the North Carolina Pharmaceutical Association, March 26, 1974)

I am happy to report that the Consolidated Pharmacy Fund, the formal name for our student loan fund, is healthy and rendering a tremendous service to students who need this kind of financial help.

As you are aware, the Consolidated Pharmacy Fund is composed of funds which have been contributed by helpful pharmacists and others, and the money is then lent to students on a non-interest basis. Repayment begins within 6 months after a student graduates, at a monthly rate which is commensurate with his earnings.

As of February 15, there were outstanding loans in the amount of \$17,542.50. Over the six year period of the Consolidated Fund, we have found it necessary to charge off a total of \$1,124.00, considered to be uncollectible. (A part of this we still expect to collect in the future.)

Over this 6-year period, a total of 814 loans have been made, representing \$87,457.72.

Eight hundred fourteen times we have been able to help a student who required financial assistance. We think this record speaks for itself.

As for the future: we have sufficient cash on hand to take care of the expected push during April and May, up until the time of graduation. Most students find that the end of the year brings expenses which are unexpected and unbudgeted. This loan fund will be read for them, thanks to the generosity of interested friends.

I am sure the students are as grateful as your committee members are, to have this fine help.

SCHOLARSHIPS

We wish to mention another fund to you, even though it does not fall within the Consolidated Pharmacy Fund. It is a new Scholarship Fund, established as a memorial

to the late Ralph P. Rogers, a former president of the NCPHA, father of a daughter and two sons, one of who is Ralph, Jr., manager of N. C. Mutual Drug Wholesale Company. Awards will be made from the earnings of this fund, and will be in the form of a scholarship.

Many of you know of the extensive scholarship programs financed by our Woman's Auxiliary. These include one to the memory of Mrs. Rogers—so we think it is significant that both these fine people who are no longer with us, live in the present through help to students.

VISIT HEE HAW SET

Pharmacist Phil Link of Reidsville recently spent three days watching the TV program, Hee Haw, being taped.

Phil was a guest of Archie Campbell, one of the Hee Haw headliners. Phil and Archie were college buddies at Mars Hill back in the 30s and have maintained correspondence /telephone contact over the years.

Hee Haw does not have a studio audience—the applause and laughter are dubbed in—so Phil was fortunate to be among a relative handful who got to see the interesting proceedings first hand.

KING NAMED COMMISSIONER

Winfred A. King, Mount Airy pharmacist, has been named to the Mount Airy Board of Commissioners.

A pharmacist in Mount Airy since 1949, Mr. King has been a partner and secretary-treasurer of Wolfe Drug Company since 1967.

He is a past president of the Mount Airy Merchants Association and is a past exalted ruler of the Mount Airy Elks Lodge. Following graduation from the UNC School of Pharmacy, he served in the U. S. Navy during World War II.

The Mount Airy Times, in commenting on Pharmacist King's selection as a commissioner, editorially termed it "A Good Choice."

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TERM LIFE PLAN

Up to \$20,000 For Members
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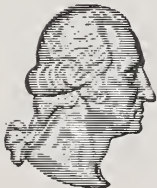
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MARRIAGES

Price-Smith

Miss Gwendolyn Jean Smith of Greensboro and *Ronnie Lee Price* of High Point were married June 16th at Montlieu Methodist Church of High Point. Mr. Price, 1972 graduate of the UNC School of Pharmacy, is with Mann's Drug No. 4. The couple will be living at the Cloisters Apartments, High Point.

Ayscue-Norwood

Miss Kitty Arlene Norwood and *Dwight Milton Ayscue* were married June 23 in the Warrenton Baptist Church, Warrenton, Mr. Ayscue, graduate of UNC School of Pharmacy, also attended East Carolina University. He is with People's Drug of Eden.

DEATHS

Kelly E. Bennett

Kelly Edmond Bennett, Bryson City pharmacist, died June 28.

A graduate of the UNC School of Pharmacy (1912), Mr. Bennett was owner/manager of the Bryson City Drug Company for more than 60 years.

He served as mayor of Bryson City for fourteen years and was a member of the North Carolina Senate in 1917, 1931 and 1937.

In the early 20s, he served as a trustee of the University of North Carolina and from 1920 to 1925, was a member of the N.C. Board of Pharmacy. He was named "Pharmacist of the Year" in 1954.

A pharmacist with wide ranging interests, Mr. Bennett was characterized as "a one-man chamber of commerce for his mountain region, serving without pay for the pride and joy of it."

Of the survivors, one, a daughter, Mrs. Mary Alice Greyer, also a pharmacy graduate of UNC, has been associated with her father in the operation of Bryson City Drug Company since 1936.

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Rx PRICE POSTING—YES

by Wilbur P. Gulley, Durham

From Winston-Salem Journal,
June 2, 1974

In 1971, Americans spent four and a half billion dollars on out-of-hospital prescription drugs. Soaring prices for medications have pinched all consumers, but they hit hardest at those who can least afford to pay: the elderly with fixed incomes, the poor and the chronically ill.

Based upon our research in the area of prescription drugs for the last year and a half, NC PIRG (Public Interest Research Group) believes that these commodities are seriously over-priced. There are several major reasons for this, including excessive spending for advertising and marketing by the big drug companies, out-of-date patent laws for new drugs, and, most importantly, a lack of real price competition among companies in the drug industry. Directly related to this is the report by the Federal Trade Commission that in 1970 the top twelve drug firms exhibited a higher rate of return than any other industry group.

It is difficult for average consumers to have any influence over these problems in the drug industry. But there is another major reason for high drug prices that exists closer to home. Through surveys conducted in 1973 and 1974, NC PIRG found that the same prescription may cost five times at one pharmacy what it does at another pharmacy in the same town.

We found, for example, that a consumer in Durham may pay \$6.00 for 40 capsules of penicillin (a common antibiotic) simply because he or she has no way of knowing that the same prescription costs \$1.20 at another pharmacy in town. Similarly, in Winston-Salem, 40 capsules of tetracycline (another common antibiotic) may cost \$4.15 at one pharmacy and only \$1.15 at another.

The main reason, I would suggest that some consumers pay five times what another consumer might pay for the same prescription is simply price secrecy. Today it is difficult to impossible for consumers to find

out the price they are to pay for a prescription drug ahead of time. Prices are not listed or posted in a pharmacy, and our surveys showed that about half the time drug stores in Winston-Salem and Durham refused to give out prices over the phone.

We believe that, as with most other products, the consumer has a right to know the price of a prescription drug before he or she buys. Any consumer should be able to compare prices before purchase, and such comparisons should not be burdensome (like expecting a consumer to drive from pharmacy to pharmacy to get an idea of price variations).

The belief that prescription-drug price secrecy has no justification has led the courts to strike down prohibitions against advertising in 12 states in the last decade. Restrictions on advertising prices have been a part of the total problem of price secrecy for drugs. Last month, the N. C. Court of Appeals upheld a lower court's ruling that restrictions on advertising by the N. C. Board of Pharmacy were unlawful and without merit.

Allowing advertising is not, by itself, the answer, however. Because larger firms will have a financial advantage over smaller ones and because most ads will give only a few prices, advertising can be unfair and potentially deceptive.

We believe that a better answer lies in coupling advertising with a new state law that would require greater price availability. A bill we supported in the General Assembly this spring would have required all pharmacies to post the prices of the 100 most popular drugs and to make the price of all drugs available in person or by phone. Unfortunately, members of the House of Representatives turned a deaf ear to the bill and voted it down.

Today's price secrecy in prescription drugs is a holdover from a time when assurance of quality was largely in the hands of individual pharmacists. Then, it was important for prices to take a back seat to a

(Concluded on Page 32)

Rx PRICE POSTING—NO

by Stuart Rollins, Pfafftown

From The Winston-Salem Journal,
June 2, 1974

With Wake Forest University's regular sessions laid to rest 'til next fall, the WFU-NC PIRG (Research Group) will most likely be somewhat "quietened" until then.

But only to rest for a while and come back with both barrels.

We as pharmacists should not turn our backs to this group and hope they will go away. This is a powerful lobby of conscientious, (and courageous) men and women from numerous campuses throughout our state, a popular group by the very things they stand for: fairness for all people and a fair shake for the hard-earned dollar.

But, here in Winston-Salem, pharmacists are concerned with methods used by the group to achieve their goal—the posting of prices of the 100 most popular Rx items.

We, for the most part, don't object to the inquiry into prices of Rx drugs—only the method to accomplish the inquiry since pharmacists are split between ethics (professionalism) and the Almighty Dollar when it comes to the nitty-gritty of "what the price of so-and-so?"

Down in Raleigh a month or so ago, legislation concerning the posting of Rx prices was killed in committee (tabled). Come fall, it will come back as sure as cold weather.

Actually, whether the Research Group realizes it or not, they have already won their case. Pharmacists in Winston-Salem and North Carolina must clean our own consciences if they need cleaning. We must join together in common causes to give a fair, ethical price to our customers.

I'll face up—pharmacists are a proud group and members of one of the oldest professions. We are as proud of our profession as doctors and dentists even though a greater percentage of our undertaking deals with commodities rather than with service.

We might have a soda fountain thrown in for convenience, but it is analogous to the blocks in a doctor's office for pediatric patients.

We find it hard to "swallow" price as the only factor in our business. We want to be respected as part of the community to help people as other professionals are, and there's certainly no other person who works as long and hard at it as the pharmacist.

True, pharmacists have got to be the most unorganized group of professionals in this city when it comes to having a common opinion on anything. Unbeknownst to the Research Group (until now), the pharmacists in this city cannot agree among themselves what, if anything, can or should be done about this "hot headed" group that is causing, as one pharmacist put it, who-do-they-thing-they-are vibrations among us.

So, a fundamental problem, even among a relatively small group of pharmacists, is that we have not been able to organize ourselves for even one editorial response to NC-PIRG's study. This makes us considerably vulnerable.

What if the "Prescription Posting for 100 Most Popular Rxs" becomes reality? Locally, the Board of Aldermen is reported to endorse the drive to post prices.

I feel that many believe that to have 100 "loss-leaders" listed at the supermarkets leads to generally lower prices throughout the store. The same people believe that posting the 100 prices of Rxs will lead to lower Rx prices. This is not true.

I believe that posting prices will lead to higher, not lower, prices of Rx prices overall. The posted items, of course, will be sold at wholesale—with the loss made up by various other methods, such as cutting service, cash-and-carry marketing, shorter hours and longer lines and a sort of "throw it at them" attitude.

Naturally, one would expect my views to be on the side of the pharmacists, but I do try to be objective in my thoughts and to put myself in the position of the Research Group.

What they are doing is certainly admirable, and it will be interesting to see how it all comes out—and also to speculate, after the pharmacists' and the grocers', in whose closets they'll be looking for skeletons next.

COIT WRIGHT

Coit Wright, chief pharmacist of the Spartanburg, South Carolina General Hospital, died recently. Pharmacist Wright was a graduate of the UNC School of Pharmacy.

DRUG LOSS

During a predawn breakin on July 12, a large quantity of Controlled Substances was stolen from the King Drug Company, King, North Carolina. An unusual aspect of this robbery was that records were taken with the drugs.

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Recently, Eli Lilly and Company cited the Wilson Drug Company, Wilson, North Carolina, on the occasion of filling 1,000,000 prescriptions, with a commemorative gift jar. Observing the event from left to right are: W. C. Moyer: Lilly Representative; Herschel Robinson: Lilly District Manager; Marshall L. Newbern: President of Majority Stockholder; Gerhman Williamson: Pharmacy Technician; Mrs. Blanche Wyatt: Registered Pharmacist; Wayne Avery: Registered Pharmacist.

DISASTERS

Major and Minor

PISTOL IDENTIFICATION LEADS TO ARREST

A .38 Smith and Wesson pistol, stolen along with a quantity of Controlled Substances from Lanier Drug Company, Erwin, enabled Brunswick, Georgia police to tie the robbery to two men with long criminal records.

James Stephen Wilson and John Andrew Kuhar of Merritt Island, Florida were stopped by state troopers near Brunswick, Ga. for speeding. The pistol and drugs were traced to the Lanier Drug Company robbery.

STOREROOM COLLAPSES FOLLOWING HEAVY RAIN

Thompson's Pharmacy and Gift Shop on Falls Road, Rocky Mount, was damaged in late June when a storm culvert under the pharmacy caved in following heavy rains in the area.

A 10 x 20 foot storeroom located at the rear of the pharmacy gave way dropping merchandise into the water-filled cavity.

Later, a hole dug by city crews to carry off drain water from the pharmacy area was used by an unknown subject to gain entrance to the building and to escape with approximately \$1000 in drugs.

WINDSOR

This past Christmas, three men were arrested in the act of robbing Windsor Pharmacy. Later, on Bill Gurley's birthday, the pharmacy was again broken into with the loss of about \$500 of Controlled Substances and a number of watches.

Ernest Carraway, one of the pharmacy owners, says he is all set for Labor Day since his unknown visitors prefer holidays. Ernest has a shotgun all primed for the occasion.

GASTONIA

Burglars threw a cement block through a glass door of Eckerds Drug Store, 1117 South York Road, and stole two portable television sets.

WARSAW

Controlled Substances, cash and assorted merchandise were stolen (late June) from the Warsaw Drug Company. A safe was ripped open. The pharmacy is operated by Jack and John Weatherly.

SOUTHERN PINES

A small quantity of barbiturates was stolen by thieves who broke into the Sandhill Drug Company, 154 North West Broad Street, in early July. For reasons unknown, the thieves pulled merchandise from shelves and scattered it over the floor.



Rx PRICE POSTING

pharmacy's reputation for pure and accurate prescriptions. But currently more than 95 per cent of all medicines arriving at the pharmacy are pre-mixed and pre-packaged by the manufacturer and quality is tightly regulated by the Food and Drug Administration.

There are, of course, factors beside price to consider when choosing a pharmacy. Location, services, convenience and courtesy will continue to influence shoppers. But information as to the services offered is openly available to all consumers at present.

What is not available is one of the most important factors in the decision of where to have a prescription filled—the price.

This state of affairs demands a change.

Currin-Jackson

Miss Sylvia Love Currin of Oxford and William Allan Jackson of Greenville were married in Oxford on July 7. The bridegroom, a 1973 graduate of the UNC School of Pharmacy, is associated with Revco Drug Store, Lexington.



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Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

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In replying to "blind" ads, address Ad. No. _____, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514

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PHARMACIST WANTED: Exceptional opportunity open at K Mart Pharmacy, 1916 Stone Rose Drive, Rocky Mount, N. C. 27801. Call or write Tom Whitaker, Pharmacy Manager, for details.

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On request, A representative of the I. C. System will explain the collection program in detail.

Call or write the NCPA, Box 151, Chapel Hill, North Carolina 27514

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The President-Elect of the American College of Apothecaries, J. Gary Newton (left) of the Prescription Center, Fayetteville, is shown with the ACA Associate Director, Michael R. Ryan, Ph.D., (Center) and W. Whitaker Moose, Immediate Past President of the N. C. Pharmaceutical Association. Dr. Ryan was a NCPHA Convention Speaker in Pinchurst.

—Photo by Colorcraft.

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Tablets V-Cillin K: 125, 250, and 500 mg.*; V-Cillin K, for Oral Solution: 125 and 250 mg.* / 5 ml. Brief Summary. Consult the package literature for prescribing information.

Description: V-Cillin K[®] (potassium phenoxymethyl penicillin, Lilly) is the potassium salt of V-Cillin[®] (phenoxymethyl penicillin, Lilly). This chemically improved form combines acid stability with immediate solubility and rapid absorption.

Indications: For the treatment of mild to moderately severe pneumococcal respiratory tract infections and mild staphylococcal skin and soft-tissue infections that are sensitive to penicillin G. See the package literature for other indications.

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Warnings: Serious, occasionally fatal, anaphylactoid reactions have been reported. Some patients with penicillin hypersensitivity have had severe reactions to a cephalosporin; inquire about penicillin, cephalosporin, or other allergies before treatment. If an allergic reaction occurs, discontinue the drug and treat with the usual agents (e.g., epinephrine and other pressor amines, antihistamines, corticosteroids).

Precautions: Use with caution in individuals with histories of significant allergies and/or

asthma. Do not rely on oral administration in patients with severe illness, nausea, vomiting, gastric dilatation, cardiospasm, or intestinal hypermotility. Occasional patients will not absorb therapeutic amounts given orally. In streptococcal infections, treat until the organism is eliminated (minimum of ten days). With prolonged use, nonsusceptible organisms, including fungi, may overgrow; treat superinfection appropriately.

Adverse Reactions: Hypersensitivity, including fatal anaphylaxis. Nausea, vomiting, epigastric distress, diarrhea, and black, hairy tongue. Skin eruptions, urticaria, reactions resembling serum sickness (including chills, edema, arthralgia, prostration), laryngeal edema, fever, and eosinophilia. Infrequent hemolytic anemia, leukopenia, thrombocytopenia, neuropathy, and nephropathy, usually with high doses of parenteral penicillin.

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*equivalent to phenoxymethyl penicillin

Additional information available to the profession on request.

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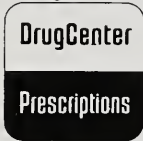
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The Carolina JOURNAL OF PHARMACY

September, 1974

Vol. LIV

No. 9

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THE CONSOLIDATED PHARMACY FUND RECEIVES SUBSTANTIAL ADDITION

A long-time supporter of the Consolidated Pharmacy Fund of the North Carolina Pharmaceutical Association, Pharmacist Howard Ferguson of Randleman, has made a substantial contribution to the Fund.

Although some of the individually named funds operating as a part of the Consolidated Pharmacy Fund have accumulated a net value larger than the Ferguson Fund, the recent contribution received from Pharmacist Ferguson is the largest single addition to the Consolidated Fund since it was established more than twelve years ago.

Major purpose of The Consolidated Pharmacy Fund is to provide financial assistance to needy and deserving students at the UNC School of Pharmacy. A number of applications for assistance are anticipated in late August as the new school year gets underway.

HIGHLANDS PHARMACY CELEBRATING 50TH ANNIVERSARY

In 1924, Charles J. Anderson founded a small store in Highlands which today is owned and operated as Highlands Rexall Drugs by Pharmacist J. L. Alexander.

The pharmacy was purchased by Pharmacist Clarence Mitchell in 1944 and later (in 1971) sold by him to Mr. Alexander. Over the years the pharmacy has gradually expanded under the management of the three owners.

Within the past year Mr. Alexander has added a second pharmacy to his operation: Cashiers Valley Rexall Drug Store managed by Pharmacist Mark Zachary.

Prior to moving to Highlands, Mr. Alexander was associated with a Morganton pharmacy as part owner.

The Alexanders have four children, Tim, Lisa, Vickie and Wes. Mrs. Alexander is a former officer of the Woman's Auxiliary of the NCPHA.

JOIN

the NCPHA-sponsored tour to the 9th Annual Midyear Clinical Meeting of the American Society of Hospital Pharmacists, December 7-12. Details from the NCPHA.

SK&F ASSIGNS JIMMI HODKIN TO GREENSBORO TERRITORY

Jimmi Hodgkin has been assigned to the Greensboro, North Carolina territory as a Professional Sales Representative for Smith Kline & French Laboratories, the pharmaceutical division of SmithKline Corporation.

Before joining SK&F, Mrs. Hodgkin ran a speech and language diagnostic and therapeutic service in Greensboro. She graduated from the University of North Carolina at Greensboro in 1966 with a Bachelor's degree in speech and psychology. She also received a Master's degree in speech and psychology from the University in 1967.

She lives in Greensboro with her husband, Robert.

RECOMMENDED PHARMACY PROGRAM

PAID PRESCRIPTIONS has an excellent 40 minute illustrated program with major focus on the peer review committee setup operational in the state.

Recommended for presentation to local and sectional pharmaceutical organization members. If interested in scheduling the program, call either H. Shelton Brown or Frank Yarborough at PAID PRESCRIPTIONS, telephone (919) 782-3316.

ESTES RECOVERING

Hospital Pharmacist (Annie Penn Memorial Hospital) Joseph C. Estes, Jr. is recuperating at home from a cardiac episode suffered on May 25.

Mr. Estes' physician says he can return to work as soon as he can walk two miles without abnormally elevating his heart rate.

PAID PRESCRIPTIONS TO ADMINISTER FLORIDA MEDICAID DRUG PROGRAM

PAID Prescriptions has been named by the State of Florida to administer the prescription drug segment of the State's Medicaid program.

Currently, Florida has approximately 400,000 Medicaid recipients and the program's prescription drug payments will total \$20 million annually.

The terms of the contract call for PAID Prescriptions to assume total financial responsibility for providing Medicaid pharmaceutical benefits throughout the State of Florida in return for fixed capitation rate.

PAID's headquarters will be in Jacksonville, Florida, where a 9,200 square foot center has been established. Approximately 45 people will be initially employed on the project. The program was scheduled to be implemented on July 1, 1974.

PAID Prescriptions currently administers the statewide Medicaid prescription drug programs in North Carolina, Arkansas and part of California with a total claims value of \$70 million.

PAID has subcontracted with Health Application Systems to provide management, systems support and computer facilities for this program.

BURROUGHS WELLCOME ESTABLISHES PHARMACY EDUCATION PROGRAM

A \$26,000 Pharmacy Education Program has been established by Burroughs Wellcome Co. to assist practicing pharmacists in aiding the education of deserving students in pharmacy schools throughout America.

The program has been created because Burroughs Wellcome shares with the pharmacist a strong desire to retain the high standards which have characterized the profession throughout its history. One of the best methods for assuring this is to provide financial assistance to students who need it.

Burroughs Wellcome Co. is now contacting over 60,000 retail and hospital pharma-

cies inviting their pharmacists to participate by returning a simple qualifying form. The entries will become part of a drawing to take place during the National Association of Retail Druggists (NARD) annual meeting September 29 to October 3. The name of one pharmacist from each of the 50 states, the District of Columbia, and Puerto Rico will be drawn. A check for \$500 will go to the pharmacy school of choice in the pharmacists name to be used as a loan for a deserving student.

The Pharmacy Education Program is another part of Burroughs Wellcome's continuing commitment to pharmacy. Earlier this year Burroughs Wellcome Co. included a "Salute to Pharmacy" in its nationwide telecasts of "I Am Joe's Heart"; and two publications—*Wellcome Trends in Pharmacy* and *Wellcome Trends in Hospital Pharmacy* go to pharmacists on regular basis. Burroughs Wellcome Co. throughout its history has consistently promoted its retail products through the pharmacist.

Any pharmacist not receiving an entry form is encouraged to notify the Company either through a Medical Sales Representative or by writing Pharmacy Education Program, Burroughs Wellcome Co., 3030 Cornwallis Road, Research Triangle Park, N. C. 27709.

TMA MEMBERSHIP ROLL

An up-to-date list of members of The Traveling Men's Auxiliary of the NCPHA for 1974-'75 appears on pages 18-19 and alternate pages thereafter.

Where desired, the pages may be removed from the *Journal* and attached to cardboard for an easy reference poster. On request, an extra copy of the *Journal* will be mailed without charge.

If your favorite sales representative is not listed among the 240 plus members of The TMA, an application blank may be obtained by writing: Mr. L. M. McCombs, Secretary-Treasurer, TMA, P. O. Box 7, Creedmoor, N. C. 27522.

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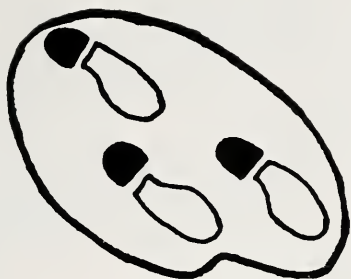
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TAR HEEL DIGEST

WINSTON-SALEM—Gilbert C. Hartis, Jr. has been promoted to district manager of Region 5 of Reveo Discount Drug Centers, Inc.

SHELBY—Health Care Services of North Carolina, Inc. has purchased Smith Drugs. Frank J. Griffin, Jr. is the new store manager. Walker Gregory will retire in a few months and until that time will remain as manager of the prescription department.

SMITHFIELD—Richard Stephens, formerly of Mann Drugs, High Point, has joined the pharmacist staff at Clow Drug.

BOONE—Howard M. Logan has accepted a pharmacist position with Carolina Pharmacy. He has practiced pharmacy in Shelby and West Jefferson and at one time was sales manager for Hart Laboratories of Winston-Salem.

ASHEVILLE—Antifreeze is expected to be in short supply this fall and winter. Recently Eckerd's 100 case shipment of antifreeze was sold in ten days at \$4.95 a gallon.

STANTONSBURG—The July 9 program of the Wilson County Pharmaceutical Association was presented by Pharmacist A. Rowland Strickland, Jr. whose topic was "Tests for and Potency of Drugs for Diabetes."

HILLSBOROUGH—Pharmacist Evelyn P. Lloyd hit the campaign trail on behalf of the candidacy of Judge Jim Carson for Attorney General of North Carolina and William Stevens for the U. S. Senate.

WINSTON-SALEM—Mr. and Mrs. Allison James have moved to St. Clairsville, Ohio. During recent years, ill health has limited Mr. James, a former president of the NCPHA, was active participation in pharmacy events. He is the oldest (88) past president of the NCPHA.

CHARLOTTE—Pharmacist D. L. Lemelin of Walker's Drug Store will represent North Carolina at a Venereal Disease Conference scheduled concurrent with the 1974 Annual Convention of the NARD, Las Vegas.

WILMINGTON—A newcomer to the city is Pharmacist George K. Cawthorne, formerly associated with Watts Hospital Pharmacy, Durham.

STATESVILLE—Fred Lowry has been elected president of the North Carolina Gideons. He is the owner/manager of Lowry Drug Company.

LINCOLNTON—A 1973 graduate of the UNC School of Pharmacy, Steve Jaynes, has accepted employment with Lawing-Keziah Drug Company.

BELMONT—Mrs. Carol E. Jones is moving to the University of Michigan where her husband, Maurice, will enter to work on his Doctor of Pharmacy degree.

WILMINGTON—A recent TV show included Pharmacist F. Alex McCrackin who discussed prescription drugs and the cost of prescription medication.

ROXBORO—The Administrator of the Person County Memorial Hospital, J. E. Ferguson, has announced the hospital will employ a pharmacist full time beginning this fall. Mrs. Elizabeth Killian has been recommended for the post.

BOONE—Pharmacist Carol C. Norris is associated with Boone Drug, Inc. Prior to moving to Boone, Mrs. Norris was assistant chief pharmacist at Wake Memorial Hospital, Raleigh.

SMITHFIELD—The new (#2) Clow Drug Company opened in Pine Needle Square Shopping Center by Jim Clow has 10,000 square feet of floor space. In addition to Pharmacist Clow, there are three other pharmacists associated with the organization: Russell Wright, Jim Parker and Richard Stephens.

STATE BOARD OF PHARMACY

Members—David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; Jerry Price, Raleigh; W. H. Rondall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

1. Big Value Discount Drugs, 1102 West 3rd Street, Ayden. Jack L. Tyler, pharmacist-manager.
2. The Medicine Shoppe, 814 Church Street North, Concord. Preston R. Forrester, pharmacist-manager.
3. Professional Pharmacy of Havelock, Slocum Shopping Center, Havelock. Ed Edmondson, pharmacist-manager.
4. Peoples Service Drug Store, Inc., Martin Plaza, Williamston. B. R. Bonney, pharmacist-manager.
5. Reveo Discount Drug Center, 1318 Shelby Road, U. S. 74, Kings Mountain. Joseph B. Summey, pharmacist-manager.
6. Upchurch Drugs, Causeway Shopping Center, Atlantic Beach. Julian Upchurch, pharmacist-manager.
7. Kerr Discount Drugs, 102 Westwood Shopping Center, Fayetteville. Fred Rachide, pharmacist-manager.
8. K Mart Pharmacy, 1001 Patton Avenue, Asheville. Tom Allison, pharmacist-manager.

RECIPROcity

James Harold Babcock from New York
Dennis Bryon Hanson from Ohio
David Alexander Jones from Michigan

TRANSFER OF OWNERSHIP

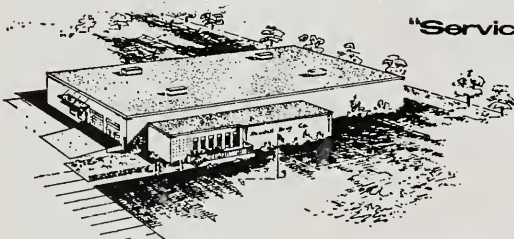
1. Tom Jones Discount Drug Center, Forest Hills Shopping Center, Garner. Thomas H. Jones, pharmacist-manager. Formerly Forest Hills Pharmacy.
2. Salem Pharmacy, 2112 Old Lexington Road, Winston-Salem. Charles Delaney, pharmacist-manager.
3. Lee Drug Store, 101 South Steele Street, Sanford. Charles L. Lazarus, pharmacist-manager.

MEDI-CENTER PHARMACY

On August 9 a pharmacy permit was issued to Medi-Center Pharmacy, 415 Dunston Avenue, Durham, N. C. 27707. William H. Burch, pharmacist-manager.

BOARD EXAMS

More than one hundred candidates for license to practice Pharmacy in North Carolina were in Chapel Hill, August 20/21, for the 2-day exam session conducted at the UNC School of Pharmacy by the N. C. Board of Pharmacy.



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PRENTICE O'NEAL HAS MANY MEMORIES

From *The Beaufort-Hyde News*,
Bellhaven, N. C.

Young Prentice O'Neal, with a relatively new bride, a bouncing 1926 Chevrolet and \$2.25 in a savings account rolled down Bellhaven's only paved street, paid a month's rent for the building he's in and O'Neal's Drug Store was in business.

That was on July 11, 1931, 43 years ago in the bowels of a depression.

A native of the New Holland community in Hyde County, his family moved to Bellhaven in 1918, shortly before young Prentice was sent to the University at Chapel Hill to study pharmacy.

He graduated in 1926, and worked at Suttons Drug Store in both Chapel Hill and Durham before taking over as manager of Randall Mann drug store in High Point.

Times were tight in 1926, but not so much for the pharmacist. As that time Civil and Electrical engineers were begging for jobs that would start them at a salary of \$75. a month . . . and drug stores were searching everywhere for pharmacists with starting salaries of \$150. a month.

That's why young Prentice could afford to pay \$600. for a new Chevrolet, including bumpers, and still manage to buy a small amount of stock in the Randall Mann drug-store.

But, by 1931, he'd had enough of the big city, so he took his bride of 1929, the late Mae Leigh of Chapel Hill, packed his gear and headed home.

How was the trip we asked him. "Interesting. I had taken the small amount of money I got from my stock in the High Point Store, and the banker there advised me to deposit it in the First National Bank at Raleigh. I thought about it, decided not to, and that bank closed down in a matter of days.

"When I got here to Bellhaven I intended to deposit it in the Guaranty Bank here, but before I got around to it this bank had closed too. So, actually the only money I lost with the closing of the banks was what I had in a savings account here . . . and that was a grand total of \$2.25."

So, here he was in Bellhaven. What was it like?

"There was only one paved street but we had a population of about 2,500 which is actually more than we've got now. You might say I've seen the town prosper, but not grow. But, the character of the town was friendly then, as it is now, and I believe that's the reason we had no bread lines here during the depression. People helped each other, and that's the way we made it. In that respect, it has not changed."

Shortly after arriving here he rented the building he's in from S. J. Peele for \$40 a month, but before he could open his doors for business he had to stock up.

"Up in Washington Jess Harrington and Sam Ethridge had bought a defunct drug store, and I bought my fixtures from them. I got a soda fountain, wall cases and a few other things. It took 50 gallons of alcohol and a week of hard work to get the fixtures clean enough to use.

"With that done Jim Hayes and I took a truck to Raleigh to buy my supplies for the drug store from the W. H. King Company. I bought enough supplies for the whole store for less than \$1,000 which really wouldn't be enough to equip one shelf today. To open a drug store today, supplies would cost about \$75,000."

On July 11, 1931, he opened his doors for the first time. How was business?

"Well, Dr. Ellis G. Winstead wrote the first prescription I filled and it was for a man who lived in Fairfield. It was a prescription for bichloride of mercury . . . something to help kill infection . . . they don't prescribe this anymore.

"Well, at the end of the first day we had taken in \$35—and I was as happy as I could be. That was really something!"

The store grew, and so did the family. Two sons, two daughters and eight grandchildren.

In time he found time for public service. He became a member of the town board in 1938, and in two different hitches, 1943-49, and 1959-70, he gave 19 years to the community as mayor.

How about some memories? "There are too many to recall. For some reason I'll always remember the 1920 Independence

Day Celebration. Milton Bishop headed a committee that got a plane to come here, and people paid to take rides. Albert White and I brought several gallons of ice cream for the occasion, and we got Dave Lucas, a well-known colored man that a lot of people will remember, to pack the ice cream down with ice and salt. Well, Dave packed it so well that by the time it came to serve it it was so hard we could not dip it out, and while people stood there waiting to be served, we had to pour water in it to soften it up . . . maybe that's why I remember the occasion so well, but, it was a great day."

"And then, too, I'll never forget the man who came into the store, brought a cone of ice cream . . . ate the ice cream and handed me the empty cone . . . 'here, mister,' he said, 'here's your cone back' . . ."

"Memories flood together in a wonderful life . . . and I can truthfully say that if

I had my life to live over again I wouldn't change it for anything.

"I love this community and these people and I can't think of a better life than walking down the street meeting friends along the way."

ESTATES AND WILLS

Guest speaker at the July meeting of the Rockingham County Society of Pharmacists was Attorney William McLeod of Reidsville.

Mr. McLeod spoke on Estates and Wills. He brought out the importance of having a will and the problems that occur when a will has not been written.

Some other aspects he brought up were inheritance tax, joint bank accounts and life insurance policies.

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ties management and total program administration for Medicaid pharmaceutical benefit programs. Our major projects in this area include Title XIX Drug Programs for the States of Arkansas and North Carolina, and a portion of California.

Through our administrative agent, Health Application Systems, we have access to hundreds of highly experienced computer and administrative specialists in the area of pharmaceutical benefit programs.

We know that you, as a major partner in the health care system, may be asked about services such as we provide. That's why we'd like you to

know about Paid Prescription. In fact, if you know someone now who could benefit from our services, we would be pleased to send our new "Basic Drug Program" brochure without cost. It's available by writing to Pharmaceutical Benefit Information Center, Paid Prescriptions, 875 Mahl Road, Burlingame, CA 94014.



Other offices in San Bernardino, CA
Raleigh, NC; Chicago, IL; Seattle, WA
Clifton, NJ; Washington, DC.

DISASTERS

Major and Minor

CLARKTON

A prescription department-installed alarm system foiled an attempted robbery of Clarkton Drug Center in late July.

The person or persons who entered the pharmacy did so by cutting through the roof and coming down a rope. It was believed the person or persons bypassed the door alarm but was not aware of the pressure alarm device installed in the prescription department.

When officers arrived on the scene, the alarm system had caused a rapid departure of the person or persons from the pharmacy. The pharmacist manager, Jimmy Brisson, found two empty bags in the pharmacy apparently for removal of merchandise.

Prior to the breakin, local officers spotted an automobile which appeared to be out of place during the early morning hours. A record of the license was made and the automobile traced to Fayetteville.

JONESVILLE

More than \$1700 in cash and 3000 Controlled Substances taken from Mann Drug in a late July robbery of the pharmacy.

OXFORD

Rooftop thieves broke into Williams Drug Company and escaped with almost \$1000 worth of merchandise and cash. The thieves limited their loot to birth control pills and cash from the register.

SALISBURY

Mark Drug Company was entered via a vent in the roof and drugs valued at \$481 taken.

ROBERSONVILLE

A call to David Grimes Drug Store informed the store personnel that a bomb was

set to go off. The store was emptied and police notified. Later it was suggested the call was a prank.

CASHIERS

Cashiers Valley Rexall Drug Store. Two men, David Lee Shaney and Kirk Eugene Partney, both of Fayetteville, were arrested and charged with breaking, entering and larceny.

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Wofford and Forest Streets P. O. Box 1779

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SMITHFIELD PHARMACIST JAMES L. CREECH TO VISIT RICHMOND AS GUEST OF A. H. ROBINS

Smithfield pharmacist James L. Creech, the North Carolina Pharmaceutical Association's 1974 recipient of the A. H. Robins "Bowl of Hygeia" Award for outstanding community service by a pharmacist, is among this year's award winners who have accepted an invitation to visit A. H. Robins' Richmond headquarters in October.

Award-winning pharmacists from each of the United States, the District of Columbia, Puerto Rico, and the provinces of Canada have been invited to visit Richmond for three days beginning October 13. They will be guests of the pharmaceutical manufacturing firm and its board chairman, E. Claiborne Robins.

While in Virginia, the pharmacists will tour A. H. Robins' manufacturing plant and research center, and be honored at a reception and dinner. They also will spend a day touring Williamsburg, the restored colonial capital of Virginia, and will visit Richmond's well-known Valentine Museum.

In addition to visiting Richmond, the award winners will be featured in a special full-page advertisement which A. H. Robins will sponsor in the October 14 issue of *Time Magazine*. The ad will include photographs of all the recipients and indicate that they have been cited for outstanding service to their respective communities.

The "Bowl of Hygeia" Award is presented annually by the participating state pharmaceutical associations, which select their respective recipients. This is the 17th year that A. H. Robins has sponsored the "Bowl of Hygeia" program and the award now is one of the most coveted in the pharmacy profession.

Creech is the 16th North Carolina pharmacist to receive the award. Previous recipients were Harold Vann Day of Spruce Pine, in 1959; Ralph R. Rogers Jr. of Durham, in 1960; William H. Randall of Lillington, in 1961; Charles D. Blanton Jr. of Kings Mountain, in 1962; David R. Davis of Williamston, in 1963; John T. Henley of Hope Mills, in 1964; Jesse Miller Pike of Concord, in 1965; John E. Mills of Mount

Airy, in 1966; William Whitaker Moose of Mt. Pleasant, in 1967; Roger H. Sloop of Rural Hall, in 1968; Thomas R. Burgiss of Sparta, in 1969; Mrs. Marsha H. Brewer of Pink Hill, in 1970; Edwin R. Fuller of Salisbury, in 1971; Lloyd M. Whaley of Wallace, in 1972; and Lloyd M. Senter of Carrboro, in 1973.

DR. SCHAEFFER NAMED TO POST IN MCV/YCU PHARMACY SCHOOL

Dr. Howard J. Schaeffer has been named chairman of the department of pharmaceutical chemistry in the Medical College of Virginia School of Pharmacy at Virginia Commonwealth University. He was formerly head of the department of organic chemistry at the Wellcome Research Laboratories at Research Triangle Park, North Carolina. The appointment was effective in July.

Well known as an educator and scientific investigator, Dr. Schaeffer's research was recognized with the Ebert Prize in 1965. He received his pharmacy degree from the University of Buffalo and the M.S. and Ph.D. degrees from the University of Florida at Gainesville.

Dr. Schaeffer, 47, is a past chairman of the Medicinal Chemistry section of the Academy of Pharmaceutical Sciences and of the Academy's executive committee. He has served on the editorial board of the *Journal of Medicinal Chemistry* and as a member of the study section on medicinal chemistry at the National Institutes of Health. He currently serves on the American Chemical Society's Medicinal Chemistry Long-Range Planning Committee.

Following his association with the Southern Research Institute in Birmingham, Alabama, he joined the staff of the University of Buffalo School of Pharmacy in 1959 as chairman of the department of medicinal chemistry. He left the university in 1970 to join Wellcome.

Dr. Schaeffer succeeds Dr. J. Doyle Smith who resigned the chairmanship to devote more of his efforts to teaching.

A native of Rochester, New York, Dr. Schaeffer is married to the former Barbara Plehn. The couple has four children.



What does man have in common with Samson?

Neither man nor the gorilla can synthesize vitamin C. Interestingly, the slow loris, a primate much further down the evolutionary scale, can convert L-1,4-gulonolactone to ascorbic acid in its liver and presumably does not require an exogenous source of ascorbic acid.

Because man can neither synthesize vitamin C nor store most of the water soluble vitamins, these nutrients must be replenished continuously in order to

maintain normal tissue levels.

Generally, this is accomplished in his daily diet. But under conditions of illness, stress, in convalescence or following surgery, vitamin stores may be depleted or metabolic demands increased.

In such cases, Surbex-T may be indicated. Surbex-T restores the water soluble vitamins with each tablet providing 500 mg. of vitamin C plus high potency B-complex.



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Restores what the body cannot effectively store

U.S.P. DRUG PRODUCT PROBLEMS REPORT NO. 8

Published by the U.S.P. Convention, Inc., 12601 Twinbrook Parkway, Rockville, Md. 20852

Edited by Joseph G. Valentino, J.D.

Listed below are case studies which have resulted from the Drug Product Defect Reporting Program.*

These new case studies are intended to help practitioners become aware of problems involved in producing and maintaining high quality in drug products, thereby assisting them in detecting defective products and helping them avoid subjecting drugs to deleterious conditions of storage and handling. No reflection on any particular manufacturer, distributor, pharmacist, or product is intended or should be inferred from the case studies.

CASE STUDIES**I. Product Recalls****A. Exploding Aerosol Container**

A Drug Product Defect Report stating that an aerosol container exploded on a physician's desk prompted the company to have detail representatives pick up all stock of the product from the wholesale level. Prior to the report they had stopped distribution of the product but the report prompted the recall and pick up of the merchandise.

B. Corroded Caps

One Company's gallon containers of Potassium Chloride had "dirty caps," "possibly rust or corrosion" according to a Pennsylvania hospital pharmacist's report. The company's investigation disclosed that the lacquer on the metal caps used to close the plastic bottles did not withstand the low pH of the solution. The solution then corroded the metal of the cap where it contacted the threads of the bottle. The plastic gallons with metal caps were recalled because of the reaction between the solution and cap. The company will use plastic caps in the future.

C. Chloride Error

A Virginia hospital pharmacist reported an approximate 50% error in stating on the label the chloride content of a protein hydrolysate injection. The firm agreed this could be of clinical importance especially in newborns. A recall letter was sent to notify users of the label error.

D. Label on Ampuls Differs from Package

A hospital pharmacist in Louisiana reported receiving 100 ampuls labeled Calcium Chloride Injection in a box labeled Calcium Gluconate Injection and with Calcium Gluconate inserts. The product was recalled.

E. OTC Acne Cream Exhibits Mold Growth

A North Carolina community pharmacist was responsible for the recall of an OTC acne cream because of mold growth. The report noted "apparent mold growth inside the lid and on the product." The pharmacist also indicated this had occurred at least twice before but he had not reported it.

F. Potency Mix-Up

Due to a report from a hospital pharmacist in Washington State, an injectable local anesthetic was recalled. The drug is available in several strengths and is packaged in packages of 12. At least one such package contained 11 vials of one strength and 1 vial of another. The firm was aware of the mix up but had thought all such packages had been removed from the market. A recall was made to remove any others.

G. Pyrogen Reaction

A hospital pharmacist in Florida was responsible for a recall of Normal Serum Albumin. She noticed that two patients given the same lot of the drug had experienced chills and fever shortly after administration. The company recalled the drug because of the adverse reactions.

(Continued on Page 35)

* The work upon which this publication is based was performed pursuant to Contract No. FDA 72-88 with the Public Health Service, Food and Drug Administration Department of Health, Education and Welfare.

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(Continued on Page 21 and Alternate Pages, Concluded on Page 29)

LEDERLE SURVEYS ATTITUDES TOWARD "THE PILL"

Do women resent the responsibility involved in taking the pill?

Not as much as many of us have thought, say women taking part in research on today's attitudes toward oral contraception, currently being conducted by Lederle Laboratories, a division of American Cyanamid Company.

In fact, some women indicated they would be hesitant to relinquish their responsibility for birth control. If there were a similar pill for men, they agreed nearly unanimously that they wouldn't trust men to take it.

These attitudes are emerging in the early stages of a study of current views of oral contraception by Lederle Laboratories. The study is being expanded to seek women's views across the country.

Mrs. Dagmar O'Connor, a family counselor and sex therapist at New York Medical Center, has been named special consultant to Lederle on the project and will travel this spring to cities in four geographic areas to continue research begun in New York. The in-depth attitude research dialogues will be conducted in Minneapolis, Atlanta, Los Angeles, Washington, D.C., and New York City.

The research is designed to take stock of opinions which have evolved about oral contraceptives after American women and their physicians have had nearly 15 years experience with the pill.

Although women taking part in initial dialogues prefer to keep the birth control responsibility much as it is now, related issues are emerging: the need for improved communications between sex partners about contraception; the pill's influence on man-woman and family relationships; its influence on women's attitudes toward themselves.

"We are trying to sort out the barrage of information about the pill, the arguments and the influential events which have shaped women's attitudes about oral contraception," says Mrs. O'Connor. "The pill has created not only a major revolution in women's attitudes toward sex, but in some women's overall attitudes toward life. We

need to know more about these major trends and influences."

Mrs. O'Connor has a private family counseling practice in Manhattan. She is Director of Training for the Sexual Therapy and Educational Center of the New York Medical College Department of Obstetrics and Gynecology, where she is also an instructor. Her background in family development and marriage counseling is a vital asset in Mrs. O'Connor's work with Lederle's dialogues with women on contraception. She lectures extensively on "Woman and Sex" at colleges, before professional medical groups, hospital staffs and Planned Parenthood counselors. She is currently instituting a special new program at New York Medical College entitled "The Woman: Relating to Her Body."

Before entering the field of psychology, Mrs. O'Connor was a medical researcher in gynecology. She and a male co-therapist/psychoanalyst trained with famed researchers Masters and Johnson at the Reproductive Biology Foundation in St. Louis. Her master's degree in psychology is from Goddard College, Plainfield, Vt. The Swedish-born Mrs. O'Connor has studied at the Working Technical Institute in England; the Karolinska Institute and the College of Veterinary Medicine in Stockholm, Sweden; Heidelberg University in Germany; and Lausanne University in Switzerland.

Current views of women participating in Lederle's attitude-probing dialogues to date are presented in a lively, informative leaflet, "Women Talk About the Pill," available to the public by request to:

Lederle Laboratories
Public Affairs Department
Pearl River, New York 10965

EXHIBIT AT FARM WEEK FESTIVAL

A health orientated exhibit installed by Charles Woodard and Wallace Nelson (Woodard's Pharmacy, Hertford) at a recent Farm Week Festival attracted favorable attention.

Some of the literature and exhibit material was supplied by the NCPHA.

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THE STATE OF THE PROFESSION—AS I VIEW ITS CHANGES

By W. Whitaker Moose, Immediate Past President, NCPHA

After several opening remarks, President Moose said, "I prepare a speech much as you would prepare a compounded prescription, each word chosen as carefully as you would choose ingredients; the order of combining, and weighing each phrase and idea just as carefully as you would weigh on your balances and mix in your pharmacies. The finished product is one that is as carefully thought out as logic will permit, but there is one problem; it will bore you to tears! So, this morning, my comments will be extemporaneous. Even if I should not say anything that you feel of value, the anticipation and expectation of my putting my foot into my mouth should be exciting."

"In the very beginning, I would like to express my sincere thanks and appreciation to a number of people who have made my tenure as president of your association a most rewarding and enjoyable experience. The first names to come to mind would be the Smiths, W. J. and Vivian, and the dedicated staff at the Institute of Pharmacy. North Carolina and pharmacy in general is extremely lucky to have someone of W. J.'s caliber and ability, and I shall fondly remember our association in years to come. Next, I would like to express my gratitude to the long line of past presidents and officers who have each in his own way contributed so much to make our organization what it is today. I would like to give special thanks to the two past-presidents that I have had the opportunity to serve under and learn from: John Hood, and Donald Miller. Without their dedicated ground-work many of the programs and policies that I will probably be given credit for could not have come about. I would like to thank the PharmPAC organization who so closely worked with our legislative committee, and executive committee in this year of political decision. I would like to also thank the members of the various N.C.Ph.A. committees that worked selflessly for pharmacy during the past year. Special thanks also should go to Senator John Henley and Representative Barnie Paul Woodard who were

pharmacy's watchdogs in the current legislative session. And finally, I would like to express my appreciation to all of you members who gave support, advice, and criticism during the year.

"If this address had a title, I suppose it would be: 'The State of the Profession—As I View its Changes.' In the area of legislation this has been, as expected an active year. The prescription labeling bill has been passed in the compromised form worked out by Senator Henley and others. Although this bill is not just as we would have liked it, it is certainly far better than originally proposed, and is a bill we can live with. The prescription price posting bill has been killed in committee due to the dedicated work of too many individuals to name at this time, but suffice it to say it was a great victory for pharmacy especially when as little as 12 months ago we were advised that a position in opposition to price posting was not defensible, and that we would fall flat on our faces if we attempted to oppose this type of legislation. As has already been re-

(Continued on Page 24)



W. Whitaker Moose
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THE STATE OF THE PROFESSION

ported the change in Board of Pharmacy fees has been passed in accord with the vast number of North Carolina pharmacists wishes. There were other proposed bills that we kept close watch on during the legislative session such as prescription advertising, and the nurse practitioner bill, but these never materialized, much to our pleasure. In the area of National legislation and policy, at the same time were fighting the dragon of price posting on the state level, the Cost-of-Living Council announced plans requiring all pharmacies to post the prices of the 100 most popular prescription items. It is our understanding that this plan will not go into effect since C-O-L- will disband on April 1. Another area of interest to pharmacists is HEW's announced plan for payment on the lowest cost, and the testimony that this announcement brought out. Politics makes strange bed-fellows, but who would have thought that retail pharmacy would be praised by Senators Edward Kennedy and Gaylord Nelson for keeping the lid on inflation while P. M. A. (Pharmaceutical Manufacturing Association) points an accusing finger to the pharmacist for high drug costs. It makes you wonder who your friends are!

"And now that in one short year I have gone from a young rebel to an elder statesman in the area of pharmacy affairs what advice do I have for the profession for the future? My first word of caution is that more and more, of our profession is going to be at the mercy of government, and if we are to protect our interests we must become more politically active. If you can't run for an office yourself, work in a candidate's campaign; if you can't give time, then give money, just make yourself known to the candidate so that when the time for a favor arises you will have an opening. Another area, just as vital to the future of pharmacy as we know it is your active support and involvement with organized pharmacy, especially with your state association and such fine organizations at N. C. Pharm PAC.

"Another area of increasing concern is the influence of Consumerism. During the past year, your executive committee and as-

(Concluded on Page 26)

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PARKE-DAVIS & CO.	James L. Holloway	Rt. 3, Box 334-AA, Wilmington, NC 28401
PARKE-DAVIS & CO.	N. E. Hood, Jr.	464 Liberty St., Rock Hill, SC 29730
PARKE-DAVIS & CO.	John Gordon Vail	PO Box 4211, Charlotte, NC 28204
PEABODY DRUG (DIV. ICN)	W. T. Brinkley	2805 Geer St., Durham, NC 27704
PEABODY DRUG (DIV. ICN)	C. T. Byerly	2315 Sprunt St., Durham, NC 27705
PEABODY DRUG (DIV. ICN)	W. Earl Foushee	1014 Stallings Rd., Durham, NC 27703
PEABODY DRUG (DIV. ICN)	Zack W. Lyon	3825 Somerset Dr., Durham, NC 27707
PENNWALT CORP.	Sam D. Garrard	3604 Wheaton Place, Raleigh, NC 27609
PENNWALT CORP.	Reid W. Sandford	521 Park Terr., Greensboro, NC 27403
PFEIFFER CO.	L. D. Davidson, Sr.	PO Box 448, Mauldin, SC 29662
PLOUGH, INC.	E. R. (Red) Warren, Jr.	PO Box 75, Goldsboro, NC 27530
RAMSEY MFG. CORP.	John L. Ramsey	PO Box 543, Charlotte, NC 28210
REESE CHEMICAL CO.	Furman C. Wilson	PO Box 460, Cary, NC 27511
REID-PROVIDENT LAB. INC.	Robert C. Collins	1311 Crabapple Ln., Raleigh, NC 27607
RITA-ANN DIST. CO.	Anlauf S. Laursen	16 C Hunt Club Rd., Greensboro, NC 27410
RITA-ANN DIST. CO.	G. L. Smith	9910 Breslin Dr., Chesterfield Ct. House, Va 23832
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A. H. ROBINS CO.	Larry M. Rhye	604 S. Magnolia St., Mooresville, NC 28115
ROCHE LAB.	C. G. Lamb	1404A Quail Ridge Rd., Raleigh, NC 27609
ROCHE LAB.	Lewis D. Lepenc	Hoffmann La Roche Inc, Nutley, N.J. 07110
SCHERING CORP.	W. J. Rhodes, Jr.	4302 Driftwood Drive, Raleigh, NC 27606
SCHERING CORP.	James R. Willis	5210 Pine Way, Durham, NC 27705
SCOTT DRUG CO.	Donald Ahern	PO Box 10627, Charlotte, NC 28201
SCOTT DRUG CO.	Jesse Evans	115 Tucker St., Whiteville, NC 28572
SCOTT DRUG CO.	Carlos Frye	Box 652, Carthage, NC 28327

THE STATE OF THE PROFESSION

sociation president have spent considerable time and thought answering the charges leveled by the P.I.R.G. (Public Interest Research Group) and other consumer advocates. We were successful in discrediting the validity of their price surveys and many of their other charges that attempted to undermine and demine pharmacy, but several facts are none-the-less clear: Prescription prices are difficult for the public to obtain, and I feel that we must seek a workable compromise in this area. The second fact is that price variations for prescriptions are considerable, and while we can offer explanations and logical reasons, the consumer that pays \$8.00 in one pharmacy and is charged \$12.00 in another for what he or she considers the identical item just will not listen to your arguments. They think they have been had! For a long time pharmacy has looked down on its members that charged too little for their services, but what about those that charge too much? If we are to remain a respected profession then we must identify and weed out the gougers and others that tend to give all of us a bad name.

"My advice to anyone who would like to help pharmacy in the future would be to pay more attention to our public relations efforts. We must tell and re-tell what we do for the consumer and do it better than anyone else!

"The final area of influence upon our profession is that of the courts. Two major and far-reaching court decisions have recently been rendered. One, the lifting of the advertising ban on prescription prices can greatly influence the way you will be forced to practice your profession in years to come. The second, the North Dakota vs. Snyder case could influence who can own a pharmacy. Just what effect will this decision have on North Carolina? As I understand it, the unanimous Supreme Court decision simply means that if a State legislature requires ownership of a pharmacy by a pharmacist then no federal law will interfere. In my opinion, the only way a North Carolina Legislature would pass a similar law is if it could be proved beyond a doubt that chain ownership in some way affects the

quality of health care delivered by the pharmacy. With the evidence at hand, I do not believe such a case can be made at this time. But this leads, I think, to a very healthy situation, for should the quality of deliverance of pharmaceutical service by the chains deteriorate, this decision stands as an ever-present threat to wrought change. And it would have a similar effect on the independent to attempt to prove his way of practicing pharmacy better for the overall community health. And the ultimate benefactor of such a situation, I feel, would be the consumer—and that's not such a bad thought."

PHARMACISTS GUIDE TO SK&F COUGH & COLD PRODUCTS

A booklet entitled "Pharmacists' Guide to SK&F OTC Cough and Cold Products" has been prepared by Smith Kline & French Laboratories as a professional service to pharmacists. The booklet is designed to aid the pharmacist in recommending over-the-counter cough/cold medication and is being made available through SK&F Professional Sales Representatives.

The scientific information contained in the booklet includes an outline of the chemical and physical composition, molecular formulas, and related pharmacological data on the SK&F cough/cold line. The booklet also guides the pharmacist in cautioning users against possible adverse reactions and in detecting potential interactions with other drugs.

"Pharmacists' Guide to SK&F OTC Cough and Cold Products" is part of an ongoing effort to provide pharmacists with relevant data on SK&F nonprescription products. Having this information readily accessible, the pharmacist can feel confident that his recommendation suits the needs of a specific patient.

ASHEBORO

To disable a burglar alarm at Asheboro Drug Company, midnight intruders shot the alarm five times. A shotgun was used. While a number of persons heard the shots, no one reported the incident to police.

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SCOTT DRUG CO.	Ronald M. Glover	PO Box 10627, Charlotte, NC 28201
SCOTT DRUG CO.	I. E. Helms	Box 22, North Wilkesboro, NC 28659
SCOTT DRUG CO.	C. Gibbs Henley	PO Box 10627, Charlotte, NC 28201
SCOTT DRUG CO.	R. B. (Bob) Julian	Box 571, Salisbury, NC 28144
SMITH WHOLESALE DRUGS	Frank H. Milstead	Apt 5, Carriage House, Spartanburg, SC 29301
SMITH WHOLESALE DRUGS	Carrol Riddle	Rt. 1, Tryon, NC 28782
SMITH WHOLESALE DRUGS	Don Weathers	2048 Edgewater Dr., Charlotte, NC 28210
DR. T. C. SMITH CO.	William A. Moffitt	PO Box 1819, Hendersonville, NC 28739
DR. T. C. SMITH CO.	Canie B. Smith	Box 6656, Asheville, NC 28806
DR. T. C. SMITH CO.	Frank S. Smith	Box 6656, Asheville, NC 28806
DR. T. C. SMITH CO.	W. H. Worley, Jr.	45-31st Ave. NW, Hickory, NC 28601
E. R. SQUIBB AND SONS	William W. Jordan	3349 Cheswick Dr., Raleigh, NC 27609
E. R. SQUIBB AND SONS	Ray E. Weathers	2310 Sprunt St., Durham, NC 27705
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STANBACK CO.	James R. Case	2236 Colony Rd., Charlotte, NC 28209
STANBACK CO.	T. Jim Matthews	1500 S. Main St., Salisbury, NC 28144
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STROTHER DRUG CO.	J. C. Klein	PO Box 271, Lynchburg, Va 24505
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SYNTEX LABS	Jesse Birchfield	723 Fairway Dr., Elizabethton, Tenn 37643
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TOWNE-PAULSEN & CO.	Joe Brown	PO Box 441, Mocksville, NC 27028
TRIONIC DRUG CO.	Ralph E. Woodcock	3117 Georgian Terr., Raleigh, NC 27605
TRITON WATER CO.	George T. Cary	PO Box 6424, Greensboro, NC 27405
TRITON WATER CO.	T. W. Cope	PO Box 6424, Greensboro, NC 27405
THE UPJOHN CO.	Robert C. Ferguson	2921 Greenbrook Way NE, Atlanta, Ga 30345
THE UPJOHN CO.	Gregory G. Kergosien	1554 N. Springs Dr., Dunwoody, Ga 30338
THE UPJOHN CO.	T. L. Walden	1004 Winona Rd., Raleigh, NC 27609
WALGREEN AGENCY	P. H. Ledford	PO Box 786, Dunn, NC 28334
WHITMANS CHOCOLATES	Ray McArtan	801 E. Morris Cir., Dunn, NC 28334
WINSTON PHARMACEUTICAL, INC.	Milton Teague, Sr.	Box 1471, Lumberton, NC 28358
WINTHROP LAB. INC.	Kenneth H. Perry	PO Box 5515, Raleigh, NC 27607
WINTHROP LAB. INC.	Herman H. Robinson, Jr.	405 Fairfield Rd., Fayetteville, NC 28303
WYETH LAB.	Olin H. Welsh	PO Box 477, Cary, NC 27511
YOUNGS DRUG PRODUCTS	Henry A. Trudeau	3915 Winfield Dr., Charlotte, NC 28205

UNC PHARMACY SCHOOL NOTES

Student officers of the UNC School of Pharmacy and pharmacy related organizations for the year 1974-'75 are listed below:

Student Body President:

Pete Champion

Student Branches:

Phil Shoffner—President
 Jeff Smith—Asst. to President
 Lacy Garner—Vice President
 Bryan Reed—Secretary
 Robert McKenzie—Treasurer

Kappa Psi:

Pete Champion—Regent
 Steve Jones—1st Vice Regent
 Charles Brinkley—2nd Vice Regent
 Bryan Reed—Secretary
 Bobby Bischoff—Treasurer

Phi Delta Chi:

Phil Icard—President
 John Uhrin—Vice President
 Louis Mizzell—Secretary
 Gerald Hargis—Treasurer
 Rob Bizzell—Alumni Chairman

Kappa Epsilon:

Diane Andrako—President
 Cathy Pemberton—Vice President
 Annette Aman—Treasurer
 Violet Fisher—Secretary

Rho Chi:

Walter Meadows—President
 Bruce Dunham—Vice President
 Joyce Hardy—Secretary Treasurer
 Nancy Gilliam—Historian

ADMITTED TO RHO CHI

Requirements for admission to Rho Chi include (1) must be at least a fourth year student and (2) have an overall academic average of 3.0 or better.

These graduates qualified and were initiated into the National Pharmacy Honor Society: Jeffrey Galen Blanchard, Walter Bernard Collie, Bruce Lee Dunham, Melba Darlene Furr, Carolyn Ann Garris, Nancy Turner Gilliam, Joyce Carol Hardy, Gerald Wayne Hargis, Norman Byard Hedrick,

David Alan Hoffman, Wyllis Eugene James, Jr., Warren Rickman Jones, William Thad King, II, Wing Sang Lee, Walter Vernon Meadows, Jr., Linda Susan Messer, Mary Kathryn Palmer, Thomas Fain Taylor, William Dorsey Vick, III, Frances Drennan Whaley, Margaret Jordan Willis, and Cindy Ann Worsley.

AND MEANWHILE, BACK AT THE RANCH . . .

Things have been quite busy this summer with the Drug Education Program. Why, you might ask, has the program been so busy in a period when students are gone for the summer? The answer is simple—the Program is in many ways a new program this year. Following funding from the North Carolina Drug Authority in June, extensive groundwork has been accomplished to follow the new idea in drug education—stop talking about the drug and start talking about the person. As such, there is no real drug problem but there are problems which people have, which lead to drug use. In recent weeks, workshops have been held with teachers from Rowan, Wake, Gates, and Yancey counties talking about people and the problems they have, how they like to feel good and what to do when problems arrive. These will continue through the year.

Of vital importance, however, is the classroom work at the School of Pharmacy. Over 120 students from over 18 different majors have enrolled in the class which seeks to talk about people and their use of drugs. Led by School of Pharmacy faculty, and aided by specially trained pharmacy students who serve as small group leaders, the students develop a better understanding of why drugs might be used, and most important of all—viable, positive alternatives to drug use or situations which might lead to harmful drug use.

Yes, things on the ranch have changed, but the business of effective drug education continues on.

—Steve Moore
 Associate Director
 Drug Education Program
 School of Pharmacy

LIFE MEMBERS

Lloyd B. Allen	240 W. Parke Drive, Rocky Mount, NC 27801	F. T. Matthews	611 Myers Lane, Greensboro, NC 27403
J. E. Allen	P.O. Box 2175, Charlotte, NC 28201	Morris Michaels	Smith Wholesale Drugs, Spartanburg, SC 29301
C. D. Andrews	1104 Meade Drive, Greensboro, NC 27410	N. B. Moury	237 Shady Hollow, Casselberry, Fla 23707
J. W. Bennick	P.O. Box 10627, Charlotte, NC 28201	J. Auddy Parker	1031 Kenilworth Ave., Charlotte, NC 28211
Luke Blackner	2116 Brookwood Road, Charlotte, NC 28201	Chas. G. Perry	506 Peach St., Kannapolis, NC 28081
Gamble Bowers	P.O. Box 11085, Richmond, Va. 23230	F. F. Potter	1227 Weidover Road, Charlotte, NC 28211
Raymond Brockwell	3405 Cherry Lane, Raleigh, NC 27607	W. P. Rogers	236 Country Club Road, Asheville, NC 28804
Raymond G. Carroll	P.O. Box 22025, Greensboro, NC 27420	Reuben C. Russell	5431 Providence Road, Charlotte, NC 28211
F. Garland Coble	901 Fairmont Street, Greensboro, NC 27401	C. H. Smith	1039 Isleworth Avenue, Charlotte, NC 28203
G. E. Cory	3600 Madison Avenue, Greensboro, NC 27403	H. C. Starling	1909 St. Mary's St., Raleigh, NC 27608
A. G. Cox	2513 Club Blvd., Durham, NC 27705	F. A. Stovall	2210 Pershing Street, Durham, NC 27705
Allen R. Cross	Apt. 606, Pembroke Towers, Norfolk, Va 23507	Herbert Taylor	113 Grace Street, Williamston, NC 27892
J. M. Darlington	2232 Westover Dr., Winston-Salem, NC 27103	O. C. Trogden	P. O. Box 29025, Greensboro, NC 27420
M. J. Dean	2100 Matheson Avenue, Charlotte, NC 28205	Phil VanEvery	P. O. Box 4528, Charlotte, NC 28204
W. O. Ezell	890 W. O. Ezell Blvd., Spartanburg, SC 29301	A. C. Viekers	Smith Wholesale Drugs, Spartanburg, SC 29301
H. J. Farnsworth	110 Arden Place, Greensboro, NC 27403	T. B. Waugh	Climax, NC 27233
J. Floyd Goodrich	2121 Club Blvd., Durham, NC 27705	Joe Wear	P. O. Box 217, Wyekhiffe, Ky 42087
W. L. Johnson	Gibson, NC 28343	R. L. White	Rt. 3, Box 335B, Boone, NC 28607
Earle Jones	2607 Lockmoor Drive, Raleigh, NC 27608	S. S. Woodall	415 39th Street, Myrtle Beach, SC 29577
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THIRD TECHNICIAN NEEDED

By Watt Huntley, *Brunswick Beacon*
Shallotte, N. C.

Once a man went to see the doctor about a pain he was having. "Doctor," he said, "I was asking the druggist about this pain, and he . . ."

Interrupted the doctor indignantly, "And what fool advice did he give you?"

"He told me to see you," replied the man.

Doctors and druggists have worked as a team ever since doctors gave up mixing their own medicines from herbs, powders, and elixirs they kept on a shelf in the back room. But now, thanks to the federal government, this team needs a third skill to help make the sick well again.

If you've bought any medicine lately, were you able to open the container that held it?

The government has some new safety regulations about medicine bottles. If you're normal, chances are it took you quite a while to read the instructions written in Braille on top of the bottle cap.

Then you had to figure out what they meant, and then try to make them work.

If you were quite sick, instead of just so-so sick, the chances are you had to get someone else to open the bottle for you. You didn't have the eyesight, patience, or strength to get that tricky top off.

What the medical team needs now is a mechanic who will make house calls to open medicine bottles.

Designating these mechanics as Para-Medical Technicians would create a whole new profession within the health field and give useful, congenial jobs to thousands of people—both men and women, on an equal basis.

In our sex-minded society, this new profession could meet a new social need as well as a medical one by sending women technicians to men patients, and vice versa.

The Feds could promulgate this new activity in the name of individual personal safety. This is a subject in which they have such a morbid busybody interest, we'll all be in padded cells by 1984—if we haven't yet strangled to death on seat belts and

shoulder straps which Big Brother has already decreed for his reckless little brothers and sisters.

LILLY ANNOUNCES PRICE INCREASE ON ITS STANDARD INSULIN PRODUCTS

Faced with sharply rising production costs, Eli Lilly and Company has increased the prices of its standard Insulin products by 10 percent. This is the first price increase on these products in 28 years.

The company also announced the third price reduction for its antibiotic Keflex® (cephalexin monohydrate, Lilly) in less than three years. With this latest reduction, Keflex dosage forms have been reduced by 21 to 35 percent since the antibiotic was introduced in the United States in 1971. These reductions followed improvements in production yields and other efficiencies.

Concerning Insulin, Thomas H. Lake, Lilly president, said, "We know that many diabetics are on lifetime therapy and it is only with great reluctance that we are raising our Insulin prices. Inflationary production costs finally forced us to make this decision.

"Prices for pancreas glands, from which Insulin is made, are now 129 percent above those in 1968," Lake continued. "The most dramatic increase for these glands came in the past year when prices jumped 85 percent. In addition, wages are about 50 percent above 1968 levels.

"For nearly three decades we have used every means possible to avoid raising our Insulin prices. Today Lilly Insulin prices are about 90 percent less than they were in 1923, the year the product was introduced." (See enclosed chart.)

Special beef and pork Insulin preparations, used by only a very small percentage of diabetics, were increased in price by 15 percent.

The new Insulin and Keflex prices are those that the Lilly firm charges its nearly 420 wholesale distributors in the U.S. These wholesalers, in turn, sell Lilly pharmaceuticals to retail and hospital pharmacies. The new prices become effective today.



It is your business if she didn't take her high blood pressure pills today!

"How's your back today?" ...
"Did the antacid work?"

Sound familiar? Such questions are common in the pharmacy today, showing that the pharmacist—as a key member of today's health team—is interacting with his patients/customers because he is deeply concerned.

"Mrs. Jones, did you take your high blood pressure pills today?"

An especially important question, because more and more physicians are treating hypertension earlier and more vigorously to help reduce the risks of eventual organ damage. Missed medication spells danger, since such neglect may become a habit. Many pharmacists consider it their professional responsibility to interact positively with patients/customers on advice

concerning adherence to antihypertensive regimens.

Such opportunity for interaction will increase in the months and years ahead as more patients come into the treatment system. Because the problem is so tremendous—23 million Americans are hypertensive, yet only half are detected and only an eighth are under adequate treatment—mass screening efforts have been organized throughout the country.

For example, CIBA has been conducting CHEC (Community Hypertension Evaluation Clinics) programs for more than a year across the nation. Many thousands screened, many thousands referred to their physicians.

CIBA is also launching a series of hypertension-oriented seminars for pharmacists' postgraduate education as part of our commitment to meet your needs.

The challenge is before us. Now is the time for true interaction to solve what is now recognized to be a major national health problem. **C I B A**

MARRIAGES*HARDY-SMITH*

Miss Susan Leigh Smith and *William Murphy Hardy, Jr.* were married July 20 at Christ Episcopal Church, Rocky Mount. Mr. Hardy, 1972 graduate of UNC School of Pharmacy, is a Medical Sales Representative for Dista Products.

SHIGLEY-CALLAHAN

Mrs. Virginia Callahan and Henry H. Shigley were married June 28th at Central United Methodist Church of Asheville. Mrs. Shigley, pharmacist at St. Joseph's Hospital, and Mr. Shigley, former owner of Grove Park Pharmacy, are living at the Grove Park Apartments, 30 Edgemont Road, Asheville.

AYSCUE-NORWOOD

Miss Kitty Arlene Norwood of Areola was married June 23 to *Dwight Milton Ayseue* of Warrenton. The Ayseues are making their home in Eden, where he is employed by Peoples Drug Company. Mr. Ayseue is a 1974 graduate of the UNC School of Pharmacy.

JACKSON-CURRIN

William Allan Jackson, pharmacist at Reveo Drug Stores of Lexington, and Miss Sylvia Love Currin of Oxford, were married July 7 at Hester Baptist Church of Oxford. Mr. Jackson was a member of the 1973 graduating class of UNC School of Pharmacy.

STEWART-McKENZIE

Miss Ellis June McKenzie and *James C. Stewart, Jr.* were married June 30 at Cull-dee Presbyterian Church. The Stewarts will live in Greensboro where Mr. Stewart is employed at Edmonds Drug of Greensboro.

LEWIS-CARLTON

Norman Colin Lewis, graduate of the UNC School of Pharmacy, and pharmacist at Day's Drug Store, Spruce Pine, was married July 6 to Miss Dacia Carlton of Warsaw.

MORGAN-GOODMAN

Miss Judith Ann Morgan of Westgate Pharmacy, Statesville, and *William Hardin Goodman* of Hickory were married July 27 in the First Baptist Church, Forest City.

DEATHS**Robert C. Hair**

Robert Clifton Hair, age 72, Pineville Pharmacist, died in Charlotte on July 22.

A graduate of the UNC School of Pharmacy (1923), Mr. Hair was the owner/operator of Pineville Drug Company and served as mayor of Pineville for a total of seven years between 1949 and 1963.

Survivors include his wife; a son, a brother and sister and four grandchildren.

Ralph Holmes

Ralph Turbiville Holmes, age 79, Statesville, died July 28 at Presbyterian Hospital, Charlotte.

At the age of 14 Mr. Holmes was employed by Burwell & Dunn Drug Company of Charlotte and remained with this company until 1932. He established Holmes Drug Company after leaving Burwell & Dunn, selling the firm to the Miller Brothers in 1962 but continuing thereafter as an employee of the Miller operation.

BASIC BIOPHARMACEUTICS & PHARMACOKINETICS

A unique, non-credit course on Basic Biopharmaceutics and Pharmacokinetics is scheduled to begin September 3, 1974 and continue for 14 consecutive weeks every Tuesday evening from 7:30-9:30 P.M. in Chapel Hill at the School of Pharmacy.

A descriptive brochure outlining the contents of the course may be obtained by writing: Claude U. Paoloni, Director of Continuing Education, School of Pharmacy, University of North Carolina, Chapel Hill, N.C. 27514.

DRUG INTERACTIONS CHART

Free, on request to the NCPHA, a drug interactions chart, 11" x 16", compliments of Pictorial Packaging.

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U.S.P. DRUG PRODUCT PROBLEMS REPORT NO. 8

(Continued from Page 17)

H. Tablet Mix-Up

A Virginia pharmacist reported finding tablets of two different sizes in a bottle of steroid tablets. The firm analyzed the odd size tablet and found it to be an antihistamine. It is believed the mix up was caused by someone at the manufacturing plant slipping a partially filled barrel containing the antihistamine tablets under the tablet filler to be filled with the steroid tablets. This resulted in one barrel of mixed tablets and ultimately a Class I, hazard to health, recall.

II. Product Improvements and Problems**A. Same Name—Different Formulation**

An alert community pharmacist reported a possible point of confusion for pharmacists and physicians with the product Phenobarbital and Belladonna Tablets No. 2. It seems that there are two products marketed with the same unofficial generic name, containing the same ingredients, but with different amounts of Belladonna. One of the companies replied that a cautionary statement would be added to their labeling and catalogues stating that the brand must be specified to avoid confusion with competitors' products of the same name but different formulas.

B. Pharmacist Receives "Too Fresh" Product

A Georgia community pharmacist reported a topical skin lotion which was gray-light chocolate color instead of the medium peach lotion that he was accustomed to receiving. The company quickly responded saying that the product actually is the gray-light chocolate color when first manufactured. It gradually becomes redder as a minute amount of blue food and drug color, that is part of the color system, oxidizes giving the medium peach skin tone. Apparently, the preparation reached the pharmacist before the color change was completed.

C. Route of Administration Missing from Amp

A Texas hospital pharmacist reported that one company's ampuls of Magnesium Sulfate Injection did not have the routes of administration printed on each ampul. The company responded to him saying they appreciated having this brought to their attention and that steps were being taken immediately to include the information on each ampul.

D. Abuse Schedule Symbol Causes Label Confusion

Many pharmacists have reported the possibility of errors in dispensing a line of cough medications in which the DEA legend symbol could be mistaken for the initials used in some of the product proprietary names. The company has informed the pharmacists that the symbol will be moved to another location on the label to eliminate the confusion.

E. Misprint in Catalogues

A New York City pharmacist pointed out that the generic name for one brand of prednisone was listed in the company catalogue incorrectly as prednisolone, while the statement directly under it said that each tablet contains prednisone. The company will correct this when that page is reprinted in the near future.

F. Unit Dose Packaging Improved

Many pharmacists have reported to the DPDR System their concern over the labeling of unit dose packages of an iron medication. The preparation is available in a tablet and in a timed release capsule form. The label of the unit dose does not distinguish between the two, but rather states only the trade name of the product. This leads to the possibility that the extended release capsule might be given when the tablet is ordered, and vice versa. The company reports that the label on the capsule form will be changed to indicate the difference. to a bottle which is substantially heavier and as such should take more punishment while in transit.

CLASSIFIED ADVERTISING

Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

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PHARMACY CALENDAR

Meeting at the Institute of Pharmacy
AUGUST

15—Health Manpower Council

21—NCPHA Committee on Institutional Pharmacy

22—NCPHA Committee on Mental Health

26—Training Session (Moore)

27—Training Session (Moore)

At UNC School of Pharmacy

20—Board of Pharmacy Exams

21—Board of Pharmacy Exams

29—NCPHA President W. H. Wilson and NCPHA Executive Director W. J. Smith

30—will be in Orlando, Florida for meeting of the Southeastern Conference

31—of Pharmaceutical Association Executives.

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CS SALES TO PHYSICIANS

Controlled Substances may be sold to a physician with the billing through a community pharmacy, however the Substances cannot be shipped through the pharmacy to be picked up by the physician.

The Substances must go directly to the physician's office because his name and address would be on the order form.

RAILROAD NOSTALGIA

Of interest to UNC Pharmacy graduates: The Carrboro train station, which has not been in use for years, is soon to become a restaurant featuring authentic railroad nostalgia.

So far the owners have not taken kindly to our suggestion the deluxe dinner include a cinder in the eye.

HOSPITAL PHARMACISTS CANDIDATE/OFFICER

Fred M. Eckel, Director of Pharmacy Services at North Carolina Memorial Hospital, Chapel Hill, is a candidate for President-Elect of the American Society of Hospital Pharmacists.

Another North Carolina pharmacist, Milton W. Skolaut, Director of Pharmacy Services at Duke University Medical Center in Durham, is serving his third 3-year term as Treasurer of the ASHP.

PROGRAM SUGGESTION: Paid Prescriptions of Raleigh has an illustrated, 45-minute program detailing the operational procedures involved with the Medicaid Pharmacy Peer Review Committees of North Carolina. Recommended for local and sectional pharmaceutical organization programs. To schedule this program, call either Frank Yarborough or Shelton Brown, Paid Prescriptions, Raleigh, Tel (919) 782-3316.

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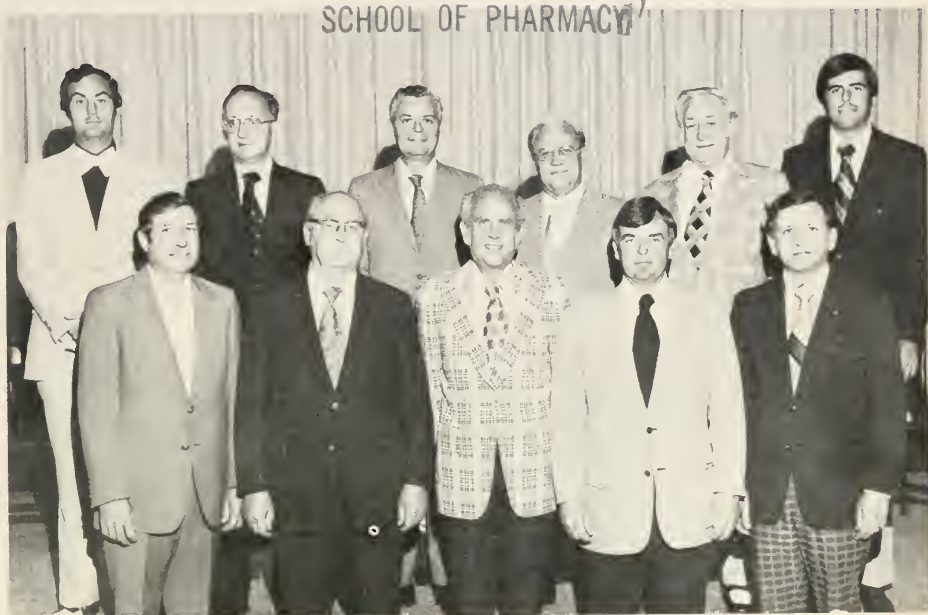
O'Hanlon-Watson Drug Company
Winston-Salem, North Carolina

Bellamy Drug Company
Wilmington, North Carolina

Peabody Drug Company
Raleigh, North Carolina

OCT 4 1974

SCHOOL OF PHARMACY



Dean Seymour Blaug (center, front row) of the School of Pharmacy, University of North Carolina, Chapel Hill, is shown with members of the Executive Committee of the North Carolina Pharmaceutical Association.

During a 2-hour session with the Association's executive committee on September 5, Dean Blaug outlined his educational approach to the practice of pharmacy. The committee was impressed with his plans for the future and, at the conclusion of the Dean's presentation, voted unanimous approval of and support for the pharmacy educational program at UNC-CH.

Others appearing in the picture, front row, left to right: Milton Whaley, Wallace; NCPHA Secretary W. J. Smith, Chapel Hill; Dean Blaug; W. H. Wilson, Raleigh, and John C. Hood, Jr., Kinston.

Back row, left to right: W. Whitaker Moose, Mt. Pleasant; Tom Burgiss, Sparta; Eugene Hockney, Lumberton; B. Cade Brooks, Fayetteville; George Edmonds, Greensboro; and Michael Whitehead, Ramseur.

—Photo by Photographic Laboratory, Communication Center, University of North Carolina.

The most widely prescribed oral penicillin...

V-Cillin K[®]
potassium
phenoxymethyl
penicillin



Tablets V-Cillin K: 125, 250, and 500 mg.*; V-Cillin K, for Oral Solution: 125 and 250 mg.* / 5 ml. Brief Summary. Consult the package literature for prescribing information.

Description: V-Cillin K[®] (potassium phenoxymethyl penicillin, Lilly) is the potassium salt of V-Cillin[®] (phenoxymethyl penicillin, Lilly). This chemically improved form combines acid stability with immediate solubility and rapid absorption.

Indications: For the treatment of mild to moderately severe pneumococcal respiratory tract infections and mild staphylococcal skin and soft-tissue infections that are sensitive to penicillin G. See the package literature for other indications.

Contraindication: Previous hypersensitivity to penicillin.

Warnings: Serious, occasionally fatal, anaphylactoid reactions have been reported. Some patients with penicillin hypersensitivity have had severe reactions to a cephalosporin; inquire about penicillin, cephalosporin, or other allergies before treatment. If an allergic reaction occurs, discontinue the drug and treat with the usual agents (e.g., epinephrine and other pressor amines, antihistamines, corticosteroids).

Precautions: Use with caution in individuals with histories of significant allergies and/or

asthma. Do not rely on oral administration in patients with severe illness, nausea, vomiting, gastric dilatation, cardiospasm, or intestinal hypermotility. Occasional patients will not absorb therapeutic amounts given orally. In streptococcal infections, treat until the organism is eliminated (minimum of ten days). With prolonged use, nonsusceptible organisms, including fungi, may overgrow; treat superinfection appropriately.

Adverse Reactions: Hypersensitivity, including fatal anaphylaxis. Nausea, vomiting, epigastric distress, diarrhea, and black, hairy tongue. Skin eruptions, urticaria, reactions resembling serum sickness (including chills, edema, arthralgia, prostration), laryngeal edema, fever, and eosinophilia. Infrequent hemolytic anemia, leukopenia, thrombocytopenia, neuropathy, and nephropathy, usually with high doses of parenteral penicillin.

[519732]

*equivalent to phenoxymethyl penicillin

Additional information available to the profession on request.

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West Bend	Pro Brush
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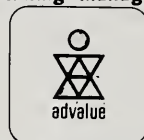
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The Carolina JOURNAL OF PHARMACY

October, 1974

Vol. LIV

No. 10

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OSCAR SMITH ELECTED BOARD CHAIRMAN

The Board of Trustees of Surry Community College at their regular meeting on August 12, elected Oscar Smith, a Pilot Mountain pharmacist, as their Board Chairman for the 1974-75 year. Mr. Smith succeeds Bill Allen, an Elkin attorney, as chairman. Mr. Smith has served on the Board since the college was granted its charter in 1964. During this time, he has served on various committees and recently has served as chairman of the Finance Committee.

Mr. Smith, a Surry County native graduated from Pilot Mountain High School and the Southern College of Pharmacy in Atlanta, Georgia. For many years, Mr. Smith has been active in the church and in civic activities, having served as mayor of Pilot Mountain four times. Presently Mr. Smith is a member of the Board of Directors of Workmen's Federal Savings and Loan, the Board of Directors of the Northern Hospital of Surry County, and the Board of Directors of the Bank of Pilot Mountain.

He is married to the former Betty Boaz. They have three children: Osear W. Smith, Jr. of Winston-Salem; Mrs. Sue Ray Willis of Gainesville, Georgia; and Miss Mary Elizabeth Smith, a student in the School of Nursing at the University of North Carolina.

TO CONTROL DIVERSION OF CS DRUGS

Announcement has been made of a \$220,000 grant to the State Bureau of Investigation, the N. C. Drug Authority, the N.C. Board of Pharmacy and the Federal Drug Enforcement Administration to enable these organizations to make a concerted effort to curb illegal distribution of Controlled Substances.

The funds will enable the organizations to expand their inspections staffs. In the case of the Board of Pharmacy, two pharmacists will be employed and specially assigned to the project for which the funds are being made available.

It is our understanding eight inspector/agents will be assigned to three district

areas where they will be readily available to direct immediate attention to illegal activities associated with Controlled Substances.

With this additional manpower, hopefully the high incidence of pharmacy robberies can be reduced from the present level.

MOUNT BENNETT

A peak in the Great Smoky Mountains National Park has been named for the late Pharmacist Kelly Bennett of Bryson City.

'Mount Bennett' is located near Bryson City and was officially named by the U. S. Board of Geographic Names. Naming of the peak had the support of the Western North Carolina Historical Association, the N. C. National Park, Parkway and Forests Development Commission, and the National Park Service.

Pharmacist Bennett, known as the "Apostle of the Great Smokies," was a pioneer in the establishment of the Great Smokies as a national park.

In commenting on the naming of "Mount-Bennett" a friend said: "The mountains were forever in his eyes and his thoughts. To him, they were heaven and heaven was his home."

MILLER ENTERS LAW SCHOOL

Donald Miller, a past president of the North Carolina Pharmaceutical Association, has enrolled in the Wake Forest Law School.

This past year Mr. Miller successfully completed some work at Lenoir Rhyne in Hickory which enabled him to meet the Law School admission standards. Mr. Miller, like some of his predecessors, sees a future for the pharmacist attorney (one has just been employed by the N. C. Board of Pharmacy).

Mr. Miller's current address is Donald Miller, 20 WF University Trailer Park, Winston-Salem, N. C. 21906.

FIXTURES & EQUIPMENT FOR SALE

Acme Drug Company, 148 South Steele Street, Sanford, North Carolina. Wall cases, display fixtures and equipment for sale. Call Pharmacist A. W. Palmer or better still, visit the pharmacy.

A STUDY OF AMBULATORY PHARMACY SERVICES FOR SOCIAL SECURITY RECIPIENTS

Marc Laventurier, Vice President of PAID Prescriptions, is pleased to announce the implementation of a pilot project sponsored by the Social Security Administration. This study will consider how out-of-hospital prescription drugs might be administered under national health insurance or Medicare.

Mr. Vincent Gardner, Chief of the Drug Studies Branch of Social Security's Office of Research and Statistics, is the Project Officer for this \$559,839 contract with PAID Prescriptions of Burlingame, California. James B. Cardwell, Commissioner of Social Security, said that the contract is part of the Social Security Administration's continuing study to assess the effects of co-payments and deductible on the costs of providing outpatient drug benefits and on the administrative costs involved.

Under the contract, PAID Prescriptions will administer out-of-hospital drug insurance programs in cooperation with the Medical Care Foundation of Sacramento and the San Joaquin Foundation for Medical Care in Stockton. Participants in this study will be selected by Social Security from the rolls of Medicare beneficiaries in these two counties. About 4,800 participants will be divided into four groups, each with different arrangements for co-payments and deductible:

- A. Group I will be given full drug coverage with no patient cost-sharing.
- B. Group II will pay a \$1 per prescription co-payment.
- C. Group III will pay a 25 percent co-payment per prescription.
- D. Group IV will pay a 25 percent co-payment per prescription after a \$50 annual deductible has been met.

The latter group is similar to the current Administration's proposed Comprehensive Health Insurance Plan (CHIP). The other three groups are similar to those most commonly proposed under other national insurance plans.

Extensive data on drug utilization and administration costs will be compiled and analyzed in anticipation of passage of some form of National Health Insurance Plan in the near future.

FULTON APPOINTED TO BOARD OF PHARMACY STAFF

Thomas A. Fulton, Jr., a pharmacist/attorney, effective August 1, 1974, was appointed Administrative Assistant to Secretary H. C. McAllister of the N. C. Board of Pharmacy and Director of Inspection.

Following graduation from the UNC School of Pharmacy in 1968, Mr. Fulton was associated with Eckerd's of Chapel Hill. Later, he enrolled in the UNC Law School from which he graduated this year. His license to practice law in the state was issued in August following passage of the Bar examinations.

Mr. Fulton's office is located in the Institute of Pharmacy, Chapel Hill.

NCPHA COMMITTEES

NCPHA Committees for the current Association year appear on pages 32-33-34-35.

Additional committees will be appointed; one, as suggested by UNC Pharmacy Dean Seymour Blaug, a Committee on Education, will be set up immediately.

All NCPHA members expressing written interest (with the exception of those failing to sign and return blue acceptance form) have been notified of their appointment by President Wilson.

A SALUTE TO

Thomas M. Stanback and David A. Dowdy
Still active and working a full week:

Thomas M. Stanback, Salisbury, age 90.

D. A. Dowdy, High Point, age 78.

Retirement at age 65 was of little interest to these two pharmacists. They continue to lead productive lives and, both successful, are an inspiration to their associates and friends.

NO TOOLS NEEDED.

Empirin[®] Compound 250's
still have easy-open, easy-close, fiddle-free caps



Good sales sense

No need to create cap-opening difficulties for people who can't cope with child-resistant closures. The elderly and the handicapped. Households without children. (To accommodate these users, each manufacturer of aspirin-containing analgesics is permitted by law to make one size available without a safety closure.)

The Empirin Compound 250 tablet bottle is the right choice for them. Easy to open. Easy to close. Easy to take.

Good profit sense, too

Every Empirin Compound "250" you sell can bring you a profit of up to \$1.10* yet one facing uses only 4 1/4 inches—scarcely more than most analgesic 100's do.

Make the most of every analgesic inch on your shelves. Make it with Empirin Compound 250's.

*Based on suggested list prices.



Burroughs Wellcome Co.
Research Triangle Park
North Carolina 27709

CONSUMERS ALL: THE PRESCRIPTION ADVERTISING DILEMMA A SEMINAR ON CONSUMERS AND PHARMACISTS

Institute of Pharmacy, 109 Church Street, Chapel Hill, N. C.

Wednesday, October 23, 1974

8:30—Registration. Coffee and Donuts

9:00—FIRST SESSION

W. Whitaker Moose, Presiding

Chairman of the NCPHA Committee on Consumer Relations

WELCOME

Seymour Blaug, Dean, UNC School of Pharmacy

OPENING ADDRESS

“How Consumers See Pharmacy”

Ms. Lillian Woo, Chairman, N. C. Consumers Council

PANEL DISCUSSION

“Legal Perspectives on Prescription Advertising”

Gene Benoy, N. C. Attorney General's Office

“Political Consumerism and its Extensions to Pharmacy”

Wilbur P. Gulley, Executive Director, N. C. Public Interest Research Group

11:45—LUNCHEON (at the Zoom Zoom)

1:15—SECOND SESSION

Rex Paramore, Presiding

Chairman, North Carolina PharmPac

ADDRESS

“Potential Implications of Prescription Advertising on Pharmacy”

William H. Wilson, President, NCPHA

PANEL DISCUSSION

“Prescription Advertising and Chain Stores”

William L. (Bill) Scarboro, Kerr Rexall Drugs, Raleigh

“Prescription Advertising and Institutional Pharmacy”

Fred Eckel, N. C. Memorial Hospital, Chapel Hill

“Prescription Advertising and its Effects on Other Professions”

William A. Gibbs, Past President, N. C. Assn. of Professions

CLOSING REMARKS

“Alternatives to Compulsory Prescription Advertising”

State Senator John T. Henley, Hope Mills

SPONSORED BY

School of Pharmacy, University of North Carolina

Committee on Consumer Affairs, N. C. Pharmaceutical Association

Copy of the program and advance registration form may be obtained by writing the N. C. Pharmaceutical Association, P. O. Box 151, Chapel Hill, N. C. 27514 or calling 919-967-2237. Registration, including lunch, is \$15.00.

SCUPPERNONG/JAMES GRAPES

Besides being a first rate pharmacist, B. Cade Brooks of Fayetteville produces some of the best Scuppernong/James Grapes in Eastern North Carolina. For comparison rating, ship a bushel of your vineyard best to W.J., Chapel Hill, for immediate test.

TOOK COPY AND RAN

Gentlemen:

Please mail twelve copies of the Drug Interactions Chart as published by Pictorial Packaging. Anesthesia took my personal copy and ran.

Hospital Pharmacist



Pharmacist Steve Roberts of the Black Mountain Drug Company (right) Chats With Governor Holshouser on the Governor's Recent Visit to Black Mountain. Fred Gallagher, the Governor's Aide, is Next to the Governor and the Rev. C. W. Solomon of Montreat Awaits an Opportunity to Speak to Him. —Photo by Danny Dalton.

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and profits:**

Fall

deal

Nov. 29

Good Product:

kaolin and pectin plus antispasmodic agents to help relax the stomach and calm intestinal distress.

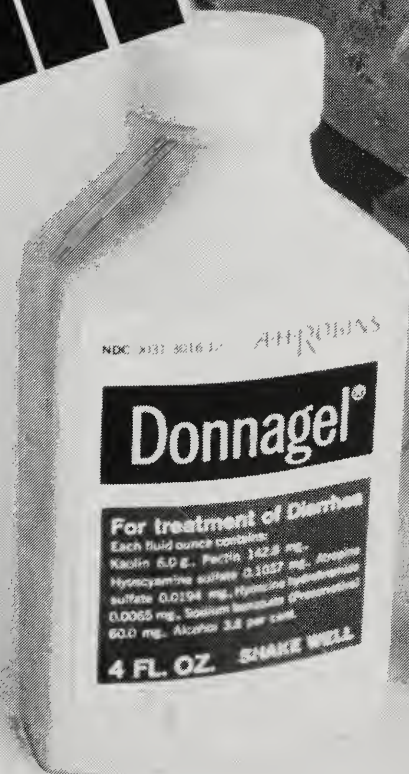
Good Price:

lowest of the year.

Good Timing:

just ahead of the winter "flu" season when diarrhea is at its peak.

See your Robins representative.



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A-H-ROBINS

DISASTERS

Major and Minor

HENDERSON

Henderson Drug Company #2, Henderson. Cash (\$1000), drugs, watches and rings taken in an armed holdup on August 19.

Two black men, armed with a sawed-off shotgun, forced employees and customers of the pharmacy to lie on the floor while the robbery was in progress. The robbers were after two specific drugs—Preludin and Ritalin—and prior to leaving the pharmacy, took wallets, rings and wristwatches from the pharmacy's customers and pharmacists on duty. The \$1000 cash was taken from the pharmacy's registers.

DURHAM

Reveo Drugs, West Main Street. An undetermined amount of cash was taken from the store's safe in an August 16 break-in. The burglars apparently fled after they tripped the alarm in the prescription department.

LUMBERTON

Johnson's Drug Center, 2700 North Elm Street. Plastic bags, filled with watches, knives, shavers and other items, were left by thieves as they made a hasty departure from the Drug Center. Some drugs were reported missing in the break-in which occurred in late August.

BENSON

Benson Drug Company. Controlled Substances valued at \$1000 were taken in an August 15 robbery. Money in the cash registers was left untouched.

BELMONT

College Park Pharmacy. Someone threw a metal milk container through the front door of the pharmacy and carted off two television sets and a stereo set. Although the pharmacy has a burglar alarm, the thieves were gone when police arrived.

KING

King Drug Company. Second robbery in a month. The glass back door was shattered and drugs taken by thieves.

LAURINBURG

Mann's Drug Store. Two women, Joy Dean Gilbert and Montez Jones Griffiths of Hartsville, South Carolina have been charged with breaking and entering the drug store (August 10). Police in responding to a burglar alarm, apprehended the two women in the drug store. Three pillow cases with one containing drugs were found by police at the time of the arrest.

LIBERTY

Liberty Drug Company. Two young blacks (August 26), in an armed robbery of the pharmacy, took cash from the pharmacy's register.

DAVIDSON

Parks Drug Store. After breaking the pharmacy's front door (August 25), someone stole 39 bottles of Empirin with Codeine and 39 bottles of Hasacode from the pharmacy.

GASTONIA

Big M Mart Pharmacy. Thieves broke through a glass door in an attempt to rob the pharmacy, however police were alerted by an alarm and arrived in time to prevent any loss.

MOUNT HOLLY

Charlie's Drugs. Police arrested two Tennessee men inside the pharmacy (August 29) after a silent alarm was triggered. At the time of the arrest, the two men had Controlled Substances valued at \$2000 ready for removal from the pharmacy.

If you can't say something great about your photo finisher...

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"... if something isn't right, they make it right ..."

"... happy customers show their photos and bring in new customers ..."

"... with promotions, Colorcraft has something going all the time ..."

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WILLIAM H. (Bill) WILSON
Owner,
Hayes-Barton Pharmacy
Raleigh, N.C.



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LUCIUS J. STANLEY
Stanley's Super Drug
Charlotte, N.C.



"If something isn't right, they make it right. Colorcraft always helps with a problem even if it's checking over a customer's camera. Their service and pricing is good and my customers are satisfied."

CURRY E. MURRAY
Manager, Foster Drugs
Greensboro, N.C.



"We get new customers who show their friends Colorcraft processing. The work is great and our customers prove it. They give us prompt pick-up and delivery and quality work."

JAMES O. ENZOR
Asst. Vice President
Eckerd's Drug
Greenville, N.C.



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STATE BOARD OF PHARMACY

Members—David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; Jerry Price, Raleigh; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

1. Parkway Pharmacy, 795 Corporation Parkway, Winston-Salem. Stephen R. Carswell, pharmacist-manager.

2. Revo Discount Drug Center, East Main and N. C. 24-26 Bypass, Albemarle. Charles Oliver, pharmacist-manager.

3. Revo Discount Drug Center, 1265 16th Street, N. E., Hickory. J. Calvin Weir, pharmacist-manager.

4. Springs Road Pharmacy, Inc., 2400 Springs Road, Hickory. Russell G. Sigmon, Jr., pharmacist-manager.

CHANGE IN OWNERSHIP

Eckerd Drugs, 1025 Randolph Street, Thomasville. William C. Yarborough, pharmacist-manager. Successor to Medi-Save Drug Center.

CLOSING DUE TO MD EXODUS

The migration of physicians from downtown Raleigh to suburbs and shopping centers was responsible for the closing of one of the city's oldest pharmacies—The Professional Pharmacy located in the Professional Building and owned and managed by Pharmacist William C. Griffin.

Pharmacist Griffin has been associated with the pharmacy since 1964. Following the death of Howard W. Brege in 1970, he purchased the pharmacy and has been owner/manager since that time.

INCORPORATIONS

Brevard Pharmacy, Inc., 2 West Main Street, Brevard. Kathleen B. Weaver, Hazel E. McCormick and John K. Smart, Jr.

Hill's Pharmacy, Inc., 302 Wachovia Bank Building, Durham. Arthur Lee Hill, III, A.

William Kennon and Albert W. Kennon, all of Durham.

HIGHLAND DRUG CLOSED

Highland Drug Store, 964 16th Street N.E., Hickory, has been closed.

The pharmacist manager, D. L. Chronister, is now associated with Conover Drug Company, Conover, North Carolina.

Professional Pharmacy, 123 West Hargett Street, Raleigh, closed in late August.



A. E. P. Tablets \$22.50 per 1000
 \$30.00 Doz. 100s

Pyridoxine HCl (B6) 25 mg. Tablets
 \$1.20 per 100

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Reavita Capsules \$24.00 Doz. 100s
 \$18.75 per 1000

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NACDS-UPJOHN AWARD TO JACK DAWSON

Jack Dawson, R.Ph., 1973-74 Chairman of the Professional Relations Committee of the National Association of Chain Drug Stores (NACDS) has been named winner of the 1974 NACDS-Upjohn Award.

Dawson, Vice President of Professional Services for Eckerd Drugs, Inc., of North Carolina, was cited for his dedication as well as his contributions to the NACDS Committee and the Annual Pharmaceutical Conference.

In addition to a plaque, the award includes a \$1,000 tuition assistance scholarship to be presented to a pharmacy school of the winner's choice.

Dawson, a 1943 graduate of Butler University School of Pharmacy (Indianapolis, Ind.), has had a diverse and distinguished career including eight years in industry and 10 years as a practicing community pharmacist. For the past three years he has been a member of The Upjohn Company's Pharmacy Consultant Panel.

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For the Finest Quality Plus Fast
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KERNERSVILLE
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**WILMINGTON
RALEIGH
DURHAM**

If You Don't Know Photofinishing
Know Your Photofinisher



John A. Dawson, Jr., R.Ph., Vice President for Professional Services, Eckerd, Inc., Charlotte, is shown with Reed B. Peterson, R.Ph. (left), Vice President, The Upjohn Company Domestic Pharmaceutical Marketing.

PHARMACY CONSULTANT PANEL CONVENED

Officers from The Upjohn Company and the Upjohn Pharmacy Consultant Panel recently met at Brook Lodge, the company's business and conference center located just north of this small Southwestern Michigan community.

The panel, now in its third year, was formed to provide a continuing dialogue between The Upjohn Company and the various pharmacy specialties. The 10-man panel is comprised of hospital pharmacists and community pharmacists, as well as representatives of drug chains, professional pharmacy organizations, academia and the regulatory area.

This year's three-day meeting focused on Upjohn's policies and services, packaging and training. A special program on Bio-availability was also presented to panel members.

During much of the open discussion time panel members and Upjohn officials talked about new legislative developments and proposals. They also studied the expanding role of the pharmacist in health care delivery.

Panel members include:

- Clifford E. Barnett, R.Ph., Executive Secretary, Idaho State Pharmaceutical Association, Boise, Idaho;

- Joseph H. Beckerman, Pharm.D., Director of Pharmacy Services, UCLA Hospital, Los Angeles, Calif.;

- Maurie Beehtel, R.Ph., owner of Beehtel's Pharmacy, Muskegon, Mich.;

- Dominic J. Cavallo, Pharm.D., Vice President and Director of Professional Services, Longs Drug Stores, Inc., Walnut Creek, Calif.;

- John A. Dawson, Jr., R.Ph., Vice President for Professional Services, Eckerd Inc., Charlotte, North Carolina;

- Kurt Kleinmann, R.Ph., Director of Pharmacy, Montefiore Hospital and Medical Center, New York City;

PHARMACY SEMINAR ON SELECTED SUBJECTS

Beginning October 16 and continuing on successive Wednesdays through November 19 the UNC School of Pharmacy and the North-eastern Carolina Pharmaceutical Society will co-sponsor a 5 weeks continuing education program—"Pharmacy Seminar on Selected Subjects" at the Martin General Hospital, Williamston.

Program details will be mailed by the UNC School of Pharmacy.

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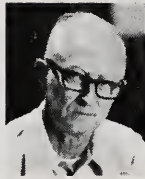
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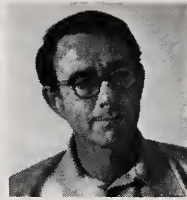
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BOYD BARNETTE



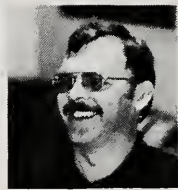
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AUDIT OF PHARMACY X RESULTS IN \$3,402.45 REFUND

Representatives of Paid Prescriptions and the N. C. Department of Social Services recently audited the records of Pharmacy X following recommendation by a Peer Review Committee.

The auditors found certain drugs were being double or triple ordered by a nursing home and sent to Pharmacy X. Dispensing dates were altered on invoices to make the charges appear reasonable. Examples are shown below:

<i>Patient's Name</i>	<i>Drug Name</i>	<i>Amount</i>	<i>Estimated Days Supply</i>	<i>Date Dispensed</i>	<i>Date Altered to</i>
A	Quinidine	100	25	3-8-74	
"	"	100	25	3-11-74	3-19-74
"	"	100	25	3-12-74	
B	Chloral	30	30	3-7-74	
"	Hydrate	30	30	3-8-74	3-18-74
"	"				
C	Periactin	65	22	3-13-74	
"	"	65	22	3-14-74	3-24-74

According to the nursing home, the drugs were returned to Pharmacy X but Pharmacy X had no records of receiving or of disposal of the drugs.

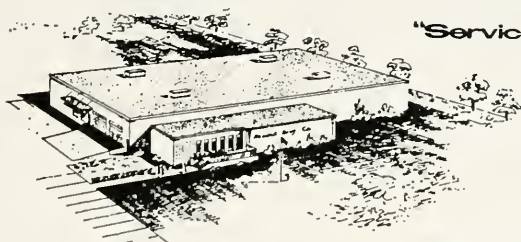
Audit of ABC Convalescent Medicaid patients was made from drugs provided by Pharmacy X to three (3) patients selected by the nurse and one (1) patient selected by the auditor. Drug orders from the patients' charts were recorded and the doses administered were compared against the doses dispensed by the pharmacy and billed to the program. A ten percent (10%) error factor was calculated as follows:

<i>Amount Paid</i>	<i>Overcharge</i>	<i>% Error</i>
\$116.50	\$12.45	10.3%

The error factor was applied to all payments made to X Pharmacy, beginning with May, 1973, and including through May, 1974.

$$\begin{array}{l} \textit{Total Payments} \\ \$34,024.52 \times 10\% \end{array} = \begin{array}{l} \textit{Total Amount of Overcharge} \\ \$3,402.45 \end{array}$$

This amount was agreed to by the pharmacist and refunded June 6, 1974.



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SMITH WHOLESALE DRUG COMPANY SPARTANBURG, S.C.		INVOICE 226-0092		PAGE 1	
REPT PHARMACY					
6-	31-9061 2H4 55 ILETIN NRH 40U L/MS 340 1.24 REPT R01 P	31-9061 2H4 55 REPT R01 P	31-9061 2H4 55 REPT R01 P	31-9061 2H4 55 REPT R01 P	31-9061 2H4 55 REPT R01 P
2-	100 13-8099 2H4 1020 ALDOCTAZIDE TAR 5F46 R REPT PHY	13-8099 2H4 1020 REPT PHY 2320 1M R	13-8099 2H4 1020 REPT PHY 2320 1M R		
2-	1M 12-9908 2H4 1240 DONNATAL TARLETS RNB R REPT PHY	12-9908 2H4 1240 REPT PHY 2910RM R	12-9908 2H4 1240 REPT PHY 2910RM R		
2-	500 26-614R 2H4 3677 PARVOCEP N 100 TARLETS L/T1A93 R REPT-PHY	26-614R 2H4 3677 REPT PHY R	26-614R 2H4 3677 REPT PHY R		
1-	500 09-9952 2H4 3780 LASIX TARLETS 40MG HCST R REPT PHY	09-9952 2H4 3780 REPT PHY 0925R R			
1-	500 24-6991 2H4 2000 UROSTAT TARLETS COLII R REPT PHY	24-6991 2H4 2000 REPT PHY R			
12-	19-9570 2H4 HPM RAYER ASPRIN TARS 3005 2.89 REPT 011 N	19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N
		19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N	19-9570 2H4 HPM REPT 011 N
5-	2R-4679 2H4 RMA POLAROID 10RR FILM P/LAC/MLOR 5.66 REPT 531 P	2R-4679 2H4 RMA REPT 531 P	2R-4679 2H4 RMA REPT 531 P	2R-4679 2H4 RMA REPT 531 P	2R-4679 2H4 RMA REPT 531 P
6-	29-047R 2H4 HAC PAPERMATE 11205 EXFG SLIM CH 3.95 REPT 672 M	29-047R 2H4 HAC REPT 672 M	29-047R 2H4 HAC REPT 672 M	29-047R 2H4 HAC REPT 672 M	29-047R 2H4 HAC REPT 672 M
6-	1R-8680 2H4 PPT VISINE EYE DRS 15CC 2401 PL 1.38 REPT 212 P	1R-8680 2H4 PPT REPT 212 P	1R-8680 2H4 PPT REPT 212 P	1R-8680 2H4 PPT REPT 212 P	1R-8680 2H4 PPT REPT 212 P

This is another SMITH service that will help the retailers and their customers.

What is STP? It is a Label Program that will provide shelf labels and price stickers for every item ordered. Supplied in invoice sequence.

What is the cost? \$12.00 per month plus two (2) cents per line. The organization and fast re-orders written or phoned in. No special devices to rent or lease. SWDC now supplies a want-pad with a space for this order number. (2) The week, month and year purchased (coded). (3) The current cost (code option) (ote and rx). (4) A space for 9 characters your choice or 3 digit product code classification or left blank for you to write in anything you desire. (5) Rx items State Medicaide number (optional). (6) Ote retail price profit or mark-up code. Your choice of profit is optional in 5 categories based on movement (M-N-O-P-Q). (7) The retail price on ote items is calculated based on their choice of category. You will receive a bi-monthly management report of items by vendor or product code classification showing amounts purchased plus the profit they are making on ote items.

What is on the stickers and shelf labels? (1) SWDC 6 digit order number for accurate concise coding of all items provided by the labels also allows participation in a method of purchasing more economic for the retailer and the wholesaler.

STP

Shelf Labels
Turnover Reports
Price Stickers

Another SMITH Service that will provide you shelf labels and price stickers for every item ordered. Supplied in invoice sequence.



ACCOUNT SERVICE—BOOKKEEPING SERVICE

*GOOD RECORDS FOR YOUR CUSTOMERS—A proven accounts receivable system—Designed from the ground up for your needs—by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

*GOOD RECORDS FOR YOU—Twenty Nine years of bookkeeping for retailers plus 15 years of computer experience equals a system designed to give you the accounting service you need.

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Indications:

Staphylococcus aureus: Acute infections of skin and soft tissue of mild to moderate severity. Resistance may develop during treatment.

Diplococcus pneumoniae: Upper respiratory-tract infections (e.g. otitis media, pharyngitis) and lower respiratory-tract infections (e.g., pneumonia) of mild to moderate degree.

Mycoplasma pneumoniae (Eaton agent, PPL0): In the treatment of primary atypical pneumonia, when due to this organism.

See package insert for other indications.

Contraindication: Contraindicated in patients with known hypersensitivity to erythromycin.

Warning: Safety for use in pregnancy has not been established.

Precautions: Erythromycin is principally excreted by the liver. Caution should be exercised in administering the antibiotic to patients with impaired hepatic function. Surgical procedures should be performed when

indicated.

Adverse Reactions: The most frequent side effects of erythromycin preparations are gastrointestinal, such as abdominal cramping and discomfort, and are dose-related. Nausea, vomiting, and diarrhea occur infrequently with usual oral doses. During prolonged or repeated therapy there is a possibility of overgrowth of nonsusceptible bacteria or fungi. If such infections occur, the drug should be discontinued and appropriate therapy instituted. Mild allergic reactions such as urticaria and other skin rashes have occurred. Serious allergic reactions, including anaphylaxis, have been reported.

Treatment of overdose: The drug is virtually nontoxic, though some individuals may exhibit gastric intolerance to even therapeutic amounts. Allergic reactions associated with acute overdosage should be handled in the usual manner — that is, by the administration of adrenalin, corticosteroids and antihistamines as indicated and the prompt elimination of unabsorbed drug, in addition to all needed supportive measures.

How supplied: 250 mg — in bottles of 100 and in unit-dose packages of 100 enteric-coated tablets. Caution: Federal law prohibits dispensing without prescription. For additional product information, consult the package insert or see your Upjohn Representative.

Upjohn



TAR HEEL DIGEST

ROBERSONVILLE—Grand opening of The Village Pharmacy was observed in late August. The pharmacy is owned and managed by Pharmacist Frank Measamer.

SMITHFIELD—Steven D. Peine of St. Louis, Missouri is manager of Eckerd's Store in the Rose Manor Shopping Center. He succeeds Thomas Blackman, who recently resigned.

HILLSBOROUGH—Miss Evelyn Lloyd, James Pharmacy, is one of six new members recently named to the Historic Hillsborough Commission by the State Department of Cultural Resources.

FAYETTEVILLE—Fred J. Rachide has been made manager of Kerr Drugs, which was opened at Westwood Shopping Center, on August 14. He is a 1969 graduate of the UNC School of Pharmacy.

HILLSBOROUGH—Mrs. Shirley Paull recently assumed the position of pharmacist manager of T. E. Holding Drug Store. She succeeds Bill Burch who has established a pharmacy in Durham.

LUMBERTON—Eugene W. Hackney, an officer of the NCPHA, has been elected President of the Lumberton Chamber of Commerce for the coming year.

LILLINGTON—Blood pressure readings were given free of charge on August 28 at Forest Hills Pharmacy, Lafayette Drug and Powell's Pharmacy. The readings were under the supervision of the Community Hypertension Evaluation Clinic and sponsored by the Lillington Jaycees and Rotary Club and CIBA Pharmaceutical Company.

RALEIGH—The Professional Pharmacy, which closed August 29, has been reopened as a restaurant by Walter Timm, owner of Timm's Heating & Air Conditioning.

HOPE MILLS—Pharmacist/Senator John T. Henley was a guest speaker at a recent meeting of Chapter 855 of the American Association of Retired Persons. The meeting was held at the Haymount United Methodist Church, Fayetteville.

ELIZABETH CITY—Ray Bonney, Jr. is now a partner with J. T. Todd in the operation of Todd's Pharmacy. Since his graduation from the UNC School of Pharmacy, Pharmacist Bonney has been associated with People's Drug Store.

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Don't lose sales volume because customers owe you money and are trading somewhere else. Your Association's Collection Service will chase those debtors back into your place of business to pay YOU direct. You will get accounts OFF your ledger and IN your bank account—and you will also have many former customers back doing business with you again. For information, contact your Association office. It will pay you to do so.

**On request, A representative
of the I. C. System will explain
the collection program in detail.**

**Call or write the NCPHA, Box 151,
Chapel Hill, North Carolina 27514**

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Telephone 704-334-3457



July 18, 1974

Mr. Garry Newton, F.A.C.A.
American College of Apothecaries
915 Hay Street
Fayetteville, N. C. 28305

Dear Mr. Newton:

We are sorry for not responding sooner to your letter of June 12, 1974 regarding up-dating of Red Book pricing.

Please be assured that we are doing everything possible to publish price changes as soon as we receive them. Because of press closing times, it takes approximately three weeks from the time the change is received until it is published in Drug Topics. Of course, if we receive advance information from manufacturers this can be published sooner.

If any pharmacist finds that price changes are being made by manufacturers and these are not reflected in our price change columns, we hope that they will notify us so that we can contact the manufacturer directly.

Concerning the AWP price, we determine this price from a group of wholesalers that provide us with their list prices. An approximate price would not be possible since there is a variation in percentage mark-up from manufacturer to manufacturer as well as from product to product within a manufacturer's line. Quite often we receive the change in the manufacturer's direct price before we receive the new price from our wholesaler suppliers. This is the reason

that the AWP might not be included with a change in direct price.

Perhaps the third party prescription program could institute a temporary AWP which could be the same percentage above the new direct price as the old AWP was above the old price. This would provide a temporary re-imbusement until a new AWP could be established.

We certainly appreciate your suggestion and the resolution of the North Carolina Pharmaceutical Association asking manufacturers to provide price changes to us promptly. Please contact us if we can be of any further service.

Sincerely yours,
Jerome M. Levine
Business Manager
DRUG TOPICS RED BOOK

Marion Laboratories, Inc.
10236 Bunker Ridge Road
Kansas City, Mo. 64137

Dear Sir:

The Iredell Pharmaceutical Association has by unanimous consent rejected the program of PreRx prescriptions. The membership has been associated with this type of PreRx service in the past and has found it to be unsatisfactory; therefore, the members wish to inform you of their intent not to honor these prescriptions as PreRx.

As pharmacists we recognize the progress you have initiated as a drug manufacturer in limiting unsolicited sampling of prescription products and encourage this type of farsightedness in planning you have exhibited. We believe the continued advancement of the health professions will require programs with a dynamic outlook to the future.

The Iredell Pharmaceutical Association appreciates the interest and concern Marion Laboratories has shown to Pharmacy in the past and encourages your continued support.

Sincerely,
Larry N. Marlin, President
Iredell Pharmaceutical Association

(Continued on Page 25)

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That's how Lederle sees you in the vital business of protecting the nation's health. Only our roles differ — yours is to maintain and enhance your professional standing by dispensing the finest pharmaceuticals available; ours is to develop new pharmaceuticals, maintain the quality of current products, and provide a good deal more:

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LETTERS TO THE EDITOR

(From Page 25)

Dear President Ford:

In your speech to the joint session of Congress, you implied that a major health bill is eminent. If such be the case, may I presume to make what I believe to be a constructive suggestion?

In many cases a constant expense factor is medication. Much has been said and much has been done regarding that factor, BUT, the pharmacists of our nation have been excluded from the planning boards in setting up and implementing such programs.

These people are highly trained professionals who know their business, and are thus more able to implement a progressive, efficient system than others not so trained.

I realize that a certain number of legal consultants are necessary in the formation of such programs, but I feel that the planning boards have been top-heavy in their balance of legal minds as opposed to those people who will actually be governed by, and do, the work. The result has been awkward, cumbersome systems that have, at best, been difficult to work with and needlessly expensive.

May I respectfully suggest that future planning by such bodies include some competent pharmacists on the planning boards? I believe that such a policy will not only save a good deal of money, but will also increase the efficiency of the program.

Thanking you in advance for your consideration of my suggestion and wishing you every success in your efforts for our country, I remain

Cordially yours,
Robert H. Seaborn, Pharmacist
Melvin's Glenwood Pharmacy
Raleigh

INVENTORY CONTROL

Coming, Nov. 13, Chapel Hill. How to maximize profits through effective stock management.

DECEMBER 7-12, BAL HARBOUR, FLORIDA

This Midyear Clinical Meeting of the American Society of Hospital Pharmacists promises to be the biggest and best yet! Besides the general sessions, there are contributed papers sessions, clinic forums, case reviews, specialized practice clinics, exhibits, and of course fabulous Miami Beach. To enable pharmacists from North Carolina to obtain maximum benefits with minimum expense and trouble, a group package is being provided (complete with escort).

The package includes: round trip (non-stop) air service from Raleigh-Durham Airport (depart December 7, a.m., and return December 12, a.m.), ground transportation from airport to hotel and return, and guaranteed accommodations at the Americana Hotel (double occupancy; tax included). The total cost for this package is \$225.00 per person.

NOTE: The quoted price is based upon a minimum of 20 persons. In the event of a smaller number moderate price adjustments might be necessary with tour member's agreement. Tour price does not include meeting registration, baggage handling inside hotel, meals, local tours, or additional personal expenses (e.g. telephone calls, room service, etc.) The tour is available to NCPHA members and spouses, only.

The group size will be limited in order to enable ease of movement. If you wish to be included in the tour, please send a \$25.00 deposit to ASHP Tour, P. O. Box 151, Chapel

Hill, N. C. 27514. Remainder of money will be due by November 22, 1974. Act today to insure your inclusion!

COMMUNITY ADVISORY COMMITTEE SELECTED FOR DRUG EDUCATION PROGRAM

The Drug Education Program at the School of Pharmacy at the University of North Carolina at Chapel Hill, has announced the selection of the following community members to the Community Advisory Committee for the upcoming school year: Erma Kirkpatrick, Chapel Hill Drug Action Committee; Frederick Schroeder, Assistant Dean, Student Life Department, UNC-CH; Isaac McGraw III, Remco Resource Center, Durham; Robert Epting, Attorney at Law; Constance Toverud, Carolina Friends School; Tom Ferretti, Student Health Action Committee, UNC-CH; W. J. Smith, N. C. Pharmaceutical Association; Dr. Donald Harriss, Student Health Service, UNC-CH; Rev. Fred Reid, Chaplaincy Service, N. C. Memorial Hospital; Sallie Fonvielle, student, UNC-CH; Robert Allen, Department of Mental Health, Raleigh; Dr. Donald Stedman, School of Education, UNC-CH.

The Program, now in its sixth year of operation, works extensively throughout the state in drug education, as well as providing unique learning experiences to students at the University. The Program is funded through the North Carolina Drug Authority.

Please note: The Florida Board of Pharmacy has asked that the following information be conveyed to that State's licensees who wish to participate in tape programs for continuing education credit:

"The registrant will make a list of from five to ten questions as he listens to the tape. This list should be sent with the renewal application as his proof of participation and a copy retained for his reference. Credit will be based on the length of the tape."

RESEARCH FOUNDATION

Final report, covering 1973-74 fund drive, has been released by Secretary George P. Hager and Assistant Secretary Claude U. Paoloni.

A total of \$11,395 was received from 325 contributors. Contributions were received from 68 counties. Guilford County was at the top of the list in total dollars contributed.

The most popular contribution level was \$10—110 contributors favored this amount. Contributions varied from \$1 (7) to \$150 (1).

Seven organizational contributions were received:

Burroughs Welleome Company	\$2,000.00
Ethel M. Loomam Foundation	500.00
Justice Drug Company	500.00
N. C. Mutual Wholesale Drug Company	100.00
N. C. National Bank	250.00
Reveo Drug Stores, Inc.	300.00
Sandoz-Wander, Inc.	1,000.00

FOUNDATION SUPPORT OF THE SCHOOL OF PHARMACY—An accounting of the expenditures will indicate the excellent support given to the School of Pharmacy by the Foundation.

Faculty Professional Grants, including travel	\$ 5,747.82
Faculty and Student Research Support	5.70
Honoraria and Lectureships	622.85
Library	3,153.01
Dean's Discretionary Fund	587.49
Equipment	759.64
Student Activities	630.08
Professional Societies	100.00
Books and Publications	323.72
"Script"—School of Pharmacy Newsletter	2,381.97
Pharmacy Practices	191.46
SHAC Program	500.00
Scholarships and Loans	9,280.00
Analytical Services	652.58
Fiscal Agents and Auditor	1,821.54
Directors and Executive Committee	155.50
Office Expenses	1,783.92
Miscellaneous	(24.52)
Administrative Salaries	650.00
TOTAL	\$29,322.76

UNC PHARMACY SCHOOL NOTES

GRADUATES, UNC SCHOOL OF PHARMACY, FOR THE PAST 5 YEARS

1970	128
1971	128
1972	162
1973	129
1974	136

STUDENT ADVISORY COMMITTEE SELECTED FOR DRUG EDUCATION PROGRAM

The Drug Education Program at the School of Pharmacy at the University of North Carolina at Chapel Hill, has announced the selection of the following students to the Student Advisory Committee for the upcoming school year: Pete Champion, Clayton, N. C.; Don Thrower, Belmont, N. C.; Bill Pickard, Greensboro, N. C.; Violet Fisher, Jacksonville, N. C.; Patsi Claytor, Greensboro, N. C.; George Francisco, Virginia Beach, Va.; Pete Allen, Gastonia, N. C.; Tom West, Roseboro, N. C.; Elaine Kimball, China Grove, N. C.

The Program, now in its sixth year of operation, works extensively throughout the state in drug education, as well as providing unique learning experiences to students at the University. The Program is funded through the North Carolina Drug Authority.

KAPPA PSI

Reported by Michael R. Teague

A hardy greeting to all Kappa Psi alumni and to all pharmacists throughout the state. As the new school year begins, the active brothers of Kappa Psi are anticipating another full and rewarding year and, likewise, we extend our best wishes for a successful and gratifying year to all North Carolina pharmacists.

Our first concern as school begins is fall rush. This year's rush will be particularly difficult since the entering class of pharmacy students is predominately females (over 50%), therefore cutting down on prospective rushees. But the Brothers are going to ignore this and still have a good rush. The day before classes convened we had a pre-rush hot dog-beer blast, inviting both females and males of the transfer students and the incoming class. Our new dean of Pharmacy School, Dr. Seymour Blaug, attended, enabling him to meet many of the students in the different organizations of Pharmacy School. The affair was a smashing success, and a hopeful indicator of things to come during the year.

As all alumni of UNC-Chapel Hill know, football season is here. The Brothers of Kappa Psi extend a warm and hospitable welcome to all its alumnus to attend the games and parties afterwards. Please call the house for any reservations.

To conclude, Kappa Psi is as strong as our alumni so please give us your suggestions, come see us, and continue your support.

STUDENT BRANCH OF THE NCPHA

The Student Branch of the North Carolina Pharmaceutical Association is currently finalizing plans for a very productive and interesting year. The Executive Committee has been working hard during the summer to create an agenda that will hopefully increase the students' interest and thereby the total membership of the organization over that of the past few years.

Perhaps one of the most important functions of Student Branch is to offer programs (speeches, debates, presentations, etc.) concerning trends in Pharmacy as a profession. The first program of the semester will consist of a debate featuring Mr. W. Whitaker Moose, last year's President of the North Carolina Pharmaceutical Association.

(Concluded on Page 31)

BIRTHS

Mr. and Mrs. Alfred W. Best announce the birth of a daughter, Anna Melissa, August 15th, weighing 6 lbs. 11 oz. Mr. Best, 1970 graduate of UNC School of Pharmacy, is with Eekerd's, Akers Shopping Center, Gastonia.

MARRIAGES

HUFFSTETLER-CARNES

Miss Dorothy Barnette Carnes and Noah Haywood Huffstetler III were married August 10 at First Presbyterian Church of Mount Holly. Mrs. Huffstetler, 1974 graduate of the UNC School of Pharmacy, is with Eekerd's of Durham. Mr. Huffstetler is a student at UNC School of Law.

BRADY-GORRELL

William Edward Brady, 1970 graduate of the UNC School of Pharmacy, and Miss Gwyn Hodgin Gorrell were married August 17 at Presbyterian Church of the Covenant, Greensboro. Mr. Brady is with Rite-Aid Pharmacy; the couple will be living at Route 2, McLeansville.

GOODMAN-MORGAN

Miss Judith Ann Morgan of Statesville and William Hardin Goodman of Hickory were married July 27th at the First Baptist Church of Forest City. Mrs. Goodman, a 1972 graduate of the UNC School of Pharmacy, is with Westgate Pharmacy of Statesville. The couple will be living at 626-E Walnut Street.

KING-HARGETT

Miss Linda Carol King and Ernest George Hargett II were married August 4 in Jarvis Memorial United Methodist Church, Greenville. The bridegroom is associated with Biggs Drug Store.

GARRETT-SPEARS

Miss Virginia Pet Garrett and Larry O'Neal Spears were married August 3 in Brooksdale Methodist Church, Roxboro. The bridegroom is a staff pharmacist at Moore Memorial Hospital, Pinehurst.

DAMON-ROSSER

Miss Ann Ella Rosser, daughter of Mr. and Mrs. John Rosser of Charlotte, and William Mecerer Damon were married August 3 in Sardis Presbyterian Church of Charlotte. Mrs. Damon, 1974 graduate of the UNC School of Pharmacy, is with Forsyth Memorial Hospital Pharmacy in Winston-Salem. The Damons are making their home at 2721 Reynolda Park Road.

FRYE-CLARK

William Patrick Frye, 1972 graduate of UNC School of Pharmacy, and Miss Janet Elizabeth Clark were married August 12 in Catholic Student Center, Chapel Hill. The couple will live at Apt. 8, 4923 Central Avenue, Charlotte. Mrs. Frye will be associated with Charlotte Memorial Hospital, and Mr. Frye will be with Reveco of Charlotte.

DEATHS

R. L. Hutchins

Rosecoe Lewis Hutchins, 79, Winston-Salem, died July 22. He was associated with a brother, Pharmacist J. A. Hutchins, in the operation of five Hutchins' drug stores in the 40s.

R. E. Gardner

Ralph Edward Gardner, 58, operations manager for McKesson-Robbins, Inc., Charlotte, died August 9 in the Veterans Administration Hospital, Salisbury.

James H. Godfrey

James Heath Godfrey, Jr., 54, an employee of Eekerd's of High Point, died August 9.

Mrs. Naomi S. Starling

Mrs. Naomi Sikes Starling, 70, of Raleigh, died August 12 in Wilmington.

Mrs. Starling was the wife of the former president of the W. H. King Drug Company, Homer Starling, and in 1947-'48 served as president of the Woman's Auxiliary of the NCPHA.

Survivors include Mr. Starling; two daughters, Mrs. Nannette Starling Craig of Atlanta and Mrs. Mary Ruth Cooke of Greensboro; a brother, Lambert E. Sikes of Seattle, Washington, and five grandchildren.

DOINGS

OF THE AUXILIARIES

• CHAPEL HILL—Marian Chambers

FALL CONVOCATION FEATURES DR. BOYD

The Woman's Auxiliary Fall Convocation, to be held at the Institute of Pharmacy, will have as its luncheon speaker Dr. Bernard Boyd, James A. Gray Professor of Biblical Literature, UNC-CH, who recently returned from his annual summer archeological expedition to Beer-Sheba.

Dr. Boyd has an illustrious background in Religion and Archeological Exploration, and is also one of the most inspirational speakers today. In talking to the Auxiliary, he will be discussing the woman of today who

is being exposed to Women's Lib and Equal Rights, and who is also concerned with keeping her family's welfare paramount.

Dr. Boyd, known nationally through his television courses which are distributed by National Educational Television, is one of the most popular professors at Carolina, with his lecture hall unable to accommodate all students who wish to enroll in his classes.

The Auxiliary's Convocation which opens at 10:30 a.m., October 16, will feature a revised repeat of a Skit directed toward conducting meetings and other functions. Special guests will include Dean and Mrs. Seymour Blaug, officers of the NCPHA, Mrs. Bernard Boyd, and others.

Auxiliary members may make reservations (luncheon, \$2.00) through the NCPHA office, Box 151, Chapel Hill 27514. Eligible non-members may also make reservations, and may affiliate with the Auxiliary at the Convocation Registration Desk.



Members of the Woman's Auxiliary Convocation Committee met at the Institute of Pharmacy September 5 to complete details for the October 16th meeting.

Left to right: Mrs. Morris Hedgepeth, Convocation Chairman, Henderson; Mrs. Whitaker Moose, Mt. Pleasant; Mrs. George Cocolas, Chapel Hill; Mrs. L. M. Whaley, Wallace; Mrs. W. P. Wells, Durham. Mrs. Moose and Mrs. Whaley are responsible for luncheon arrangements; Mrs. Cocolas is in charge of production of supplies; Mrs. Wells will direct a skit to be presented during the morning session of the meeting.

CHAPEL HILL

The first meeting of the 1974-75 year of the Chapel Hill Pharmaceutical Auxiliary was held September 3 at the Institute of Pharmacy. President Jacqueline Olsen reported on the ideas and suggestions made at an executive board meeting held a week earlier.

A lively discussion followed and the enthusiasm of the members indicated that it will be an active and productive year for the Chapel Hill Auxiliary.

The first event was a money-making project—a Rummage Sale held September 21 on the porch of the Institute of Pharmacy.

Officers of the Chapel Hill group are: President, Mrs. J. L. Olsen; Vice-President, Mrs. M. E. Wall; Secretary, Mrs. George Harris; Treasurer, Mrs. M. W. Skolaut; Historian, Mrs. M. A. Chambers; Advisor, Mrs. L. D. Werley.

Members of the Chapel Hill Auxiliary are looking forward to seeing you at the Fall Convocation, October 16, when we will be serving as hostesses for the Coffee which precedes the business session and luncheon.

FACULTY ADVISORY COMMITTEE SELECTED FOR DRUG EDUCATION PROGRAM

The Drug Education Program at the School of Pharmacy at the University of North Carolina at Chapel Hill, has announced the selection of the following faculty members to the Faculty Advisory Committee for the upcoming school year: Ann Evans, School of Nursing; Dr. Arthur MeBay, Schools of Medicine and Pharmacy; Dr. Bennie Barker, School of Dentistry; Dr. Albert Johnson, Schools of Social Work and Public Health; Dr. Warren Johnson, Department of Psychology; LeRoy Werley, School of Pharmacy; Dr. James Pence, Department of Speech; Helen Urquhart, Division of Family Medicine.

"BEANS AND JEANS"

Members of the Pharmacy Wives (Student) Organization donned their jeans and

gathered at the home of Mr. and Mrs. W. J. Smith, Sunday, September 15, for a cook-out complete with beans, hot-dogs, corn-on-the-cob, home-made ice cream, and other goodies.

Decorations included the "Blue Jean Man" which had been used to promote the party, and a corn-shock with pumpkins.

STUDENT BRANCH OF THE NCPHA

(Continued from Page 28)

tion, and Mr. Web Gully, Executive Director of the North Carolina Public Interest Research Group. Plans are being completed for the October program, which will be concerned with the legislative aspects of the profession, with hopes of a presentation by a member of a committee on the Federal Level. The November program is still in the planning stages, but progress is being made toward a panel discussion of bioavailability and generic equivalency. The panel will consist of representatives from the Pharmaceutical Manufacturers Association, the Federal Drug Administration, and a small manufacturing company.

The Student Branch also is planning numerous projects for the upcoming scholastic year. These include:

- Survey of 1974 graduating class as to income and field of practice.
- Placement service for interns and externs in conjunction with the Institute of Pharmacy.
- Survey of interns as to income and field of practice.
- Operating First Aid Booths at home football games.
- Hypertension screening booth in conjunction with Anti-Hypertension Week.
- Programs in conjunction with Pharmacy Week and Poison Prevention Week.

Of course the Student Branch will also find time for socializing. A mixer is being planned for early September in order for the members to become acquainted with each other. The Organization also takes part in the annual UNC Pharmacy School Weekend.

It is evident that the Student Branch is entering a busy year with an emphasis on the increase of membership as well as an emphasis on professionalism.

THE NORTH CAROLINA PHARMACEUTICAL ASSOCIATION OFFICERS 1974-1975

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NORTHEASTERN

Reported by Joseph G. Minton

The Northeastern Carolina Pharmaceutical Society met August 22 in Williamston.

Dr. Cornelius Partrick of Washington, North Carolina discussed the operations of the North Carolina Board of Medical Examiners of which he is a member.

Dr. Partrick pointed out that the Board has the responsibility of licensing new doctors, the relicensing of out-of-the-state doctors desiring to practice in North Carolina, plus administering appropriate regulations to assure the public of proper medical care.

The speaker explained the Physician Assistant and Nurse Practitioner Programs including the special training and duties of each.

WAKE COUNTY

Reported by Patricia Bumgarner

The Wake County Republication candidate for the N. C. House of Representatives, Mr. Ward Purrington, was guest speaker at the September 3 meeting of the Wake County Pharmaceutical Association.

Thirty members and guests were present at the meeting, held in Raleigh at Parker's Bar-B-Q.

Next meeting of the Association will be at Burroughs Wellcome headquarters in Research Triangle Park on October 1. A Christmas Party is planned for December 7 at the Flying Cloud Restaurant.

Don Carter, president of the Association, presided at the September 3 meeting.

DURHAM-ORANGE

The initial meeting of the Durham-Orange Pharmaceutical Association for the current Association year got underway at Colonial Inn, Hillsborough, on September 13.

UNC School of Pharmacy Assistant Dean LeRoy Werley discussed the School's curriculum and planned changes for the future.

Approximately 60 members and guests attended the meeting. Announcement was made next meeting of the D-O Association would be at Burroughs Wellcome, Research Triangle Park.

PHARMACY MEETINGS—IMMEDIATE PAST, CURRENT AND FUTURE

August 21. Meeting of the NCPHA Committee on Institutional Pharmacy at the Institute of Pharmacy, Chapel Hill. W. T. Williams of Wilson, Chairman, presided.

August 21. Meeting of the New Hanover County Pharmaceutical Society in Wilmington. William H. (Bill) Wilson, President of the NCPHA, guest speaker.

August 22. Meeting of a 5-county pharmacy organization in Kenansville. William H. (Bill) Wilson, President of the NCPHA, guest speaker.

August 22. Meeting of the Forsyth Pharmaceutical Society in Winston-Salem at the Hyatt House (headquarters for the 1975 NCPHA Convention). NCPHA Executive Director W. J. Smith, guest speaker.

August 22. Meeting of the NCPHA Committee on Mental Health at the Institute of Pharmacy, Chapel Hill. Chairman Hunter Kelly of Durham, presided.

September 3. Meeting of The Chapel Hill Auxiliary at the Institute of Pharmacy, Chapel Hill. Mrs. J. L. Olsen, president, presided.

September 5. Meeting of the NCPHA Executive Committee at the Institute of Pharmacy, Chapel Hill. Two hour conference with newly appointed UNC School of Pharmacy Dean Seymour Blaug.

September 13. Meeting of the Durham-Orange Pharmaceutical Association at the Colonial Inn, Hillsborough.

September 15. UNC Pharmacy Student Wives "Beans & Jeans" Party at the W. J. Smith Residence, Chapel Hill.

September 16. Meeting of the Tripartite Committee at the Institute of Pharmacy, Chapel Hill.

September 17. Meeting of the N. C. Board of Pharmacy, Institute of Pharmacy, Chapel Hill.

September 19. Annual meeting of the N.C. Pharmaceutical Research Foundation at the UNC School of Pharmacy and Carolina Inn, Chapel Hill.

September 25. Meeting of the UNC School of Pharmacy Student Branch of the NCPHA/APhA, Beard Hall, Chapel Hill. Subject: Rx Price Posting.

September 26. Meeting of the N. C. Medical Society Committee Liaison to the N. C. Pharmaceutical Association. Mid Pines Club, Southern Pines. Dr. Charles W. Byrd of Dunn, chairman.

September 30. Meeting of the Community Advisory Board of the Drug Education Program, Beard Hall, Chapel Hill.

October 1. Meeting of the Wake County Pharmaceutical Association at Burroughs Wellcome Headquarters, Research Triangle Park, N. C.

October 6. Meeting of the Pharmacy Continuing Education Committee of the NCPHA and the UNC School of Pharmacy. Institute of Pharmacy, Chapel Hill.

October 15. Meeting of the N. C. Board of Pharmacy, Institute of Pharmacy, Chapel Hill.

October 16. Fall Convocation of The Woman's Auxiliary of the NCPHA. Institute of Pharmacy, Chapel Hill. Dr. Bernard Boyd, guest speaker.

October 23. Seminar—The Prescription Advertising Dilemma. Institute of Pharmacy, Chapel Hill. Sponsored by the UNC School of Pharmacy and the NCPHA Committee on Consumer Affairs.

**ADDITIONS AND CORRECTIONS TO THE TMA MEMBER LIST,
SEPTEMBER JOURNAL**

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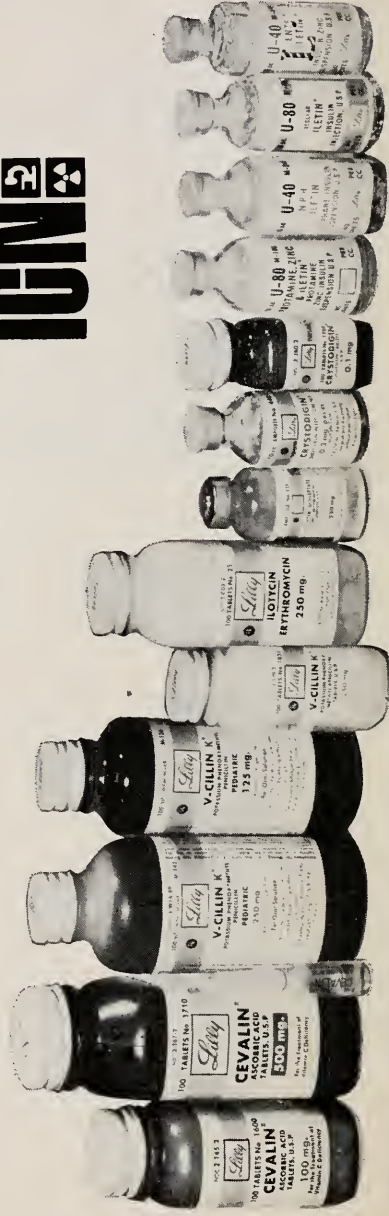
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SCHOOL OF PHARMACY



HAGER PORTRAIT PRESENTED TO SCHOOL

Presentation of a portrait of Dr. George P. Hager was made at the recent annual meeting of the North Carolina Pharmaceutical Research Foundation. Dr. Hager was Dean of the School of Pharmacy, University of North Carolina, Chapel Hill, from 1966 to 1974. He was succeeded by Dr. Seymour M. Blaug.

In the picture are: Mrs. Hager, Dr. Hager, son, Andy and daughter, Debbie.

—Photo by Danny Dalton

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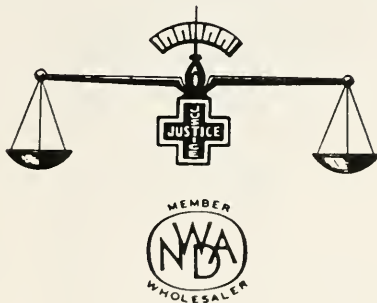
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The Carolina JOURNAL OF PHARMACY

November, 1974

Vol. LIV

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The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Second class postage paid at Chapel Hill, North Carolina 27514.

ECKERD ACTS TO COMBAT EXPENSE RISE

To avoid a recession, depression, bankruptcy or foreclosure, various steps are being taken by management to combat an economy which at best is of major concern to everyone.

In an "Action Required" bulletin to supervisory personnel, Eckerd Drugs, North Carolina Division, meets the problem this way:

"Increases in expenses caused primarily by the energy crisis have created an alarming expense crisis within our company.

"The cost of electric power has increased 30 per cent over last year and is still rising. Water bills have increased 25 per cent. Paper bags, cups, etc. have increased to 30 per cent. The cost of repairs has almost tripled."

To combat these cost increases, Eckerd is installing "turn off lights" decals next to light switches, turning store air conditioning units on only 30 minutes before store openings and cutting them off one hour before closing.

"Repair all leaking faucets" the directive reads. "One drop of water per second is 648 gallons of water a year wasted."

Before calling a repairman, store managers are being told to check fuses, reset buttons and drains. One employee solved a plumbing problem with a 10 cent cork and an empty mayonnaise jar, saving an estimated \$150 plumbing bill.

KNOW-HOW

It's what you do with what you have that counts.

Previously, we presented the tobacco seed-cigarette story. Here's an update on iron:

- A \$5.00 bar of iron made into
- 1. Horseshoes is worth about \$11.00.
- 2. Screwdrivers about \$250.00.
- 3. Needles about \$3,000.
- 4. Watch springs about \$250,000.

The difference is application of "know-how."

Pharmacists have plenty of know-how. It's just a case of application.

JERRY BRIDGERS WINS CASH AWARD SPONSORED BY BURROUGHS WELLCOME

Jerry A. Bridgers of Thorne Drug Company in Tarboro, North Carolina has been selected as a winner in the Burroughs Wellcome Co. Pharmacy Education Program. The drawing took place in Las Vegas during the National Association of Retail Druggists (NARD) Convention (MGM Grand Hotel, Sept. 29-Oct. 2, 1974).

A check for \$500 in the name of Jerry A. Bridgers will be presented to University of North Carolina at Chapel Hill to become a permanent revolving loan fund to assist deserving pharmacy students in the completion of their education. The \$26,000 Pharmacy Education Program is sponsored by Burroughs Wellcome Co., one of the nation's leading pharmaceutical manufacturers.

During this convention one name was drawn from each of the 50 states plus the District of Columbia and Puerto Rico.

This program is part of Burroughs Wellcome's continuing effort to aid pharmacists everywhere in retaining the high standards which have characterized their profession throughout its history. Providing financial assistance to those who need it is one way of insuring the future.

Bridgers was among more than twelve thousand pharmacists who participated in this year's Pharmacy Education Program.

ASSISTANT DIRECTOR OF PHARMACY

Immediate opening for Assistant Director of Pharmacy for 340-bed community hospital providing both in-patient and out-patient services. Full benefits including free retirement.

For Further Information Contact:

Jim Cline, Personnel Director
High Point Memorial Hospital, Inc.
225 Boulevard

High Point, North Carolina 27261
Telephone (919) 886-4121

BUSY TIME FOR PRESIDENT WILSON & DEAN BLAUG

The local/district pharmaceutical society speaking schedules of NCPHA President W. H. Wilson and UNC School of Pharmacy Dean Seymour Blaug are listed below:

W. H. Wilson, President

N. C. Pharmaceutical Association

September 19. Meeting N. C. Medical Care Commission.

September 29. Rockingham County Society of Pharmacists, Reidsville.

October 4. Meeting with Medicaid Officials, Raleigh.

October 9. Mecklenburg Pharmaceutical Society, Charlotte.

October 22. NCPHA Executive Committee, Chapel Hill.

October 24. Forsyth Pharmaceutical Society, Winston-Salem.

Seymour Blaug, Dean

School of Pharmacy, UNC

September 26. Forsyth County Pharmaceutical Society, Winston-Salem.

October 9. Northeastern Carolina Pharmaceutical Society, Williamston.

October 16. Southeastern District Meeting in Kinston.

October 27. Buncombe County Pharmaceutical Society, Asheville.

November 20. New Hanover County Pharmaceutical Society, Wilmington.

WON NONE AND LOST ELEVEN

Seymour Blaug, the new Dean of the School of Pharmacy, is looking forward to Carolina's football season. "Last year at Iowa we won none and lost eleven," he said, "and the opposition scored over 500 more points than we did. Basketball was our big sport. Why, we won half our games, and from crowd support and interest you would have thought we were the national champions."

Dean Blaug also commented that in many ways Chapel Hill was exactly like Iowa. "When they started paying the street in front of the School of Pharmacy on the same day we had our registration I thought I was back in Iowa."

—From the Chapel Hill Newspaper

CHAMPUS PRESCRIPTIONS

Since the Medical Review Division of North Carolina Blue Cross-Blue Shield has experienced some difficulty in processing some CHAMPUS PRESCRIPTIONS submitted for payment, the pharmacist associated with the agency has suggested dissemination of the following information:

"All contracting pharmacists who are filing prescription drug claims under the CHAMPUS program are cautioned as to the importance of following the guidelines as issued by the Director of this program.

"Recent audit activity indicates that in some instances claims have been rejected as presented, due to incorrect billing procedure.

"Audit processes and review activity of claims have also indicated possible violations of legend drugs refills; contacted physicians advise that no refills were authorized in some instances where claims were filed. Such refill activity indicated violation of Federal and State regulations, and in instances where DEA drugs are involved, this violation becomes more serious.

"In some instances claims indicate possible addiction and abuse on the part of some patients and customers. Pharmacists are urged to obtain explicit refill authorization from the prescribers where abuse is suspected."

SOME DRUGS IN SHORT SUPPLY

Several North Carolina newspapers have highlighted the shortage of drugs including heparin, ampicillin and bacitracin.

If the supply situation becomes critical, one possibility would be emergency loans from federal medicine depots.

Of more immediate interest to the average pharmacist is the number and frequency of cost increases. One wholesaler said the price level of 20,000 items has risen in recent months with more to come.

The one item mentioned most frequently by pharmacists is Quinidine. Whatever published price used is likely to be too low and not available at the published price.

For years, Pharmacy and the pharmaceutical industry were unique in maintaining stable prices but inflationary pressures are now making it increasingly difficult to do so.

NO TOOLS NEEDED.

Empirin® Compound 250's
still have easy-open, easy-close, fiddle-free caps



Good sales sense

No need to create cap-opening difficulties for people who can't cope with child-resistant closures. The elderly and the handicapped. Households without children. (To accommodate these users, each manufacturer of aspirin-containing analgesics is permitted by law to make one size available without a safety closure.)

The Empirin Compound 250 tablet bottle is the right choice for them. Easy to open. Easy to close. Easy to take.

Good profit sense, too

Every Empirin Compound "250" you sell can bring you a profit of up to \$1.10*. Yet one facing uses only 4 3/8 inches—scarcely more than most analgesic 100's do.

Make the most of every analgesic inch on your shelves. Make it with Empirin Compound 250's.

*Based on suggested list prices



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Research Triangle Park
North Carolina 27709

S E M I N A R

INVENTORY CONTROL

with emphasis on stock management methods and purchasing policies

Sponsored by

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

Wednesday, November 13, 1974

Institute of Pharmacy, Chapel Hill, North Carolina

10:00 a.m. REGISTRATION

10:30 a.m. WELCOME

W. H. Wilson, *President, N. C. Pharmaceutical Association*

STOCK MANAGEMENT

Arthur S. Dods, *Division Manager, Capital Division**Johnson & Johnson*

COMPUTER CONTROL OF INVENTORY

W. Frank Fife, *General Manager**Owens, Minor & Bodeker, Inc. of North Carolina*

12:30 p.m. LUNCHEON—at the Zoom Zoom

1:30 p.m. HOW TO MAXIMIZE YOUR RETURN ON INVENTORY INVESTMENT

D. C. Huffman, Jr., *Executive Director**American College of Apothecaries*

THE IMPORTANCE OF A BALANCED INVENTORY

Donald Ahern, *President**Scott Drug Company*

INVENTORY CONTROL AS PRACTICED BY A

(1) PROFESSIONAL PHARMACY

J. Gary Newton, *Prescription Center, Fayetteville*

(2) COMMUNITY PHARMACY

W. S. Dukes, *McFalls Hillsdale Park Drug Company, Greensboro*

(3) CHAIN PHARMACY

Donald J. Deaton, *Regional Vice-President, Revco Drug Stores, Inc.*

At the conclusion of the Seminar, each registrant will receive a copy of a 52-page illustrated manual, STOCK MANAGEMENT, compliments of Johnson & Johnson.

Registration limited to 100 persons. Four (4) hours Continuing Education Credit

TO REGISTER, CALL (919-967-2237) THE NCPHA. \$10.00 FEE INCLUDES LUNCHEON AND SUPPLIES.

PHARMACISTS LICENSED BY THE N. C. BOARD OF PHARMACY

September 17, 1974

Adams, Michael Winston, 102C Eastbrook Court, Greenville 27834

Adeock, Ollie Thurston, Jr., 414 East Vanee Street, Fuquay-Varina 27526

Ange, Dalton Ray, Route 1, Box 268-A, Cove City 28523

Angel, Carolyn Dianne, 1001 Sunset Drive, Apt. 4, Monroe 28110

Ayseue, Dwight Milton, 912 Klyce Street, Eden 27288

(Continued on Page 8)

(Continued from Page 7)

- Brown, Henry Stephen, P. O. Box 965, Yadkinville 27055
 Caldwell, John Wilson, III, 223 Oakland Circle, Newton 28658
 Cannon, William Bruce, 467 Melanie Court, Foxcroft Apts., Chapel Hill 27514
 Carter, Nancy Barham, 1203 Mountain Road, Asheboro 27203
 Damon, Ann Rosser, 2721 Reynolds Park Road, Winston-Salem 27107
 Daniel, Katherine Baldwin, Route 2, Box 563, Cary 27511
 Davis, Lucye Gray, 222-B Ransom Street, Chapel Hill 27514
 Digh, Earl Thomas, Jr., 210 Wilson Street, Morgantown 28655
 Dillon, Thomas Blaine, 300 Arbor Acres, Lexington 27292
 Eason, Ernie Larry, 1400 Green Oaks Lane, Apt. 3, Charlotte 28205
 Felts, John Michael, 1359 North 6 Street, Apt. 29, Albemarle 28001
 Frenier, Edward Damon, #5 Edgewood Apts., Route 4, Chapel Hill 27514
 Fries, Nancy Kathryn, 157 Palaside Drive, Concord 28025
 Futrell, William Randolph, Jr., 525 Stockton Street, Statesville 28677
 Gabriel, Martha Jean, 607 Longview Street, Greensboro 27403
 George, Samuel Lorman, 1830 Sanford Drive, Elizabeth City 27909
 Gibson, Robert Van, Jr., 266 South Main Street, Mooresville 28115
 Gray, Richard Howard, Route 2, Box 272, Vanceboro 28586
 Grill, Frank James, Route 1, Box 576, Valdese 28690
 Hardee, Sandra Grace, Apt. 518, 2101 Chestnut Street, Philadelphia, Pennsylvania
 Harmon, David Kirby, 5820 Littlehorn Drive, S. W., Roanoke, Virginia 24018
 Harris, William Lee, Jr., Route 2, Box 125, Morrisville 27560
 Hewitt, Harold Edward, Jr., Wayside Plaza Apts. #110, 700 Ninth Ave., Fort Worth, Texas
 76104
 Hicks, William Jackson, Jr., 5405-C Dana Drive, Raleigh 27606
 Howard, Robert Barrick, 6614-B Lake Hill Drive, Raleigh 27609
 Jones, Sanne Dail, 302 Main Street, Oxford 27565
 Joyner, Pamela Upchurch, 2250 Charles Drive, Apt. 40D, Windsor Terrace, Raleigh 27612
 Kendall, Ralph Herndon, Jr., B-2 Candlewood Apts., Sanford 27330
 Keyes, Maurice Clyde, Jr., 124 1/2 W. Rosemary, Chapel Hill 27514
 Lewis, Norman Colin, Route 2, Box 110, Apt. 3, Spruce Pine 28777
 Mangum, Thomas Bryant, Route 9, Box 1312, Sanford 27330
 Marsh, Oliver Lee, Jr., Box 2500, Pine Grove Mobile Court, Chapel Hill 27514
 McCombs, Steven Kelly, P. O. Box 306, Faith 28041
 Pace, Robert Terrell, 2201 Old Sptg. Rd., East Flat Rock 28726
 Parker, Roger Edwin, 246 Hawthorne Road, N. W., Winston-Salem 27104
 Pickler, Randy Craig, 204 Southwick Apts., Southern Pines 28387
 Pittman, Martha Anderson, 130 Wilkins Drive 2-B, Durham 27705
 Ray, Michael Bryan, 14 Wilburn Road, Asheville 28806
 Roberts, Samuel Allen, 439 Foxcroft Apts., Chapel Hill 27514
 Roughton, Billy Gerald, 204 Allendale Drive, Greenville 27834
 Smith, Margaret Willis, 4008 Twickenham Court #202, Raleigh 27612
 Stegall, Michael Jackson, P. O. Box 1622, New Bern 28560
 Sutton, Joel Elmore, Jr., Apt. #59, Greenway Apts., Greenville 27834
 Vass, Regina Kaye Eanes, 5904 B-2 Monroe Road, Charlotte 28212
 Welsh, Olin Henderson, Jr., 1201 Wicklow Drive, Cary 27511
 Wheeler, David Stewart, 2917-D Cottage Place, Meadow Oaks Apts., Greensboro
 Williams, Lynwood Ashley, 5804 Forest Drive, Oak Forest Estates, Raleigh 27604
 Worley, James Thomas, P. O. Box 242, West Jefferson 28698

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Every customer is demanding, but among the most demanding are hospital pharmacists—the folks with no room for error and no time to wait.

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GILPIN
COMPANY

Wholesale druggists since 1845.

THE PHARMACIST WHO DECIDED TO BE A GEM CUTTER

by Paquita Jurgensen

Chapel Hill Newspaper, August 18, 1974

Elliott Brummitt is a man who mixes chemicals and herbs to make medicine and chips away at colored stones to make jewelry.

A pharmacist and owner of Sutton's Drug Store for the past 10 years, his latest business venture is the Charles Hopkins Jewelry Store, located in Amber Alley beneath the drug store, which he purchased last March.

Brummitt, who had never been a "rock hound" or shown much interest in jewelry, said an evening course in gem cutting under Henry Hurlbert on the UNC Campus about three or four years ago was the trigger for the latest facet in his life style.

"When you take that first finished stone off the machine you become addicted for life," he said.

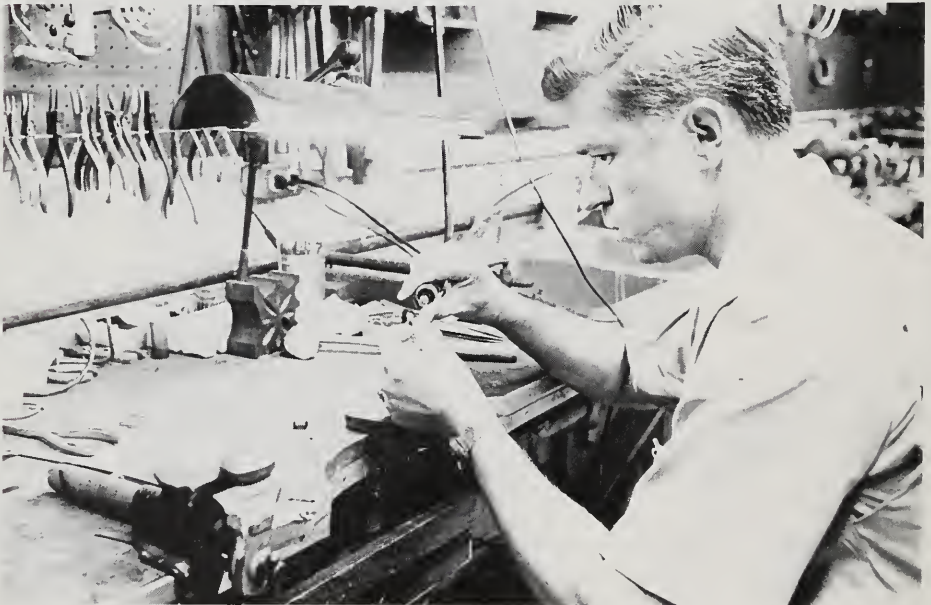
Since that time, Brummitt has cut and polished many stones to mount as rings,

pendants, and brooches. One of his creations, a handsome pink sapphire he wears on his right hand, is mounted in an original Charles Hopkins heavy gold setting, a mounting he discovered in the store following the transfer of ownership.

Brummitt said the jewelry store will still operate under its original name, a name made famous all over the State and beyond by its founder, the late Charles Hopkins who specialized in original jewelry. "The store will, in essence, remain much the same," said Brummitt. "I have added background music and I will bring in some new machinery."

In addition to his own jewelry creations—and some commercial items such as earrings—Brummitt will also offer some Charles

(Continued on Page 11)



Elliott Brummitt, a pharmacist turned jeweler, mounts a stone in an original gold mounting above in the workshop area of Charles Hopkins Jewelry Store in Amber Alley, Chapel Hill. Pharmacist Brummitt, who continues as the active manager/owner of Sutton's Drug Store (located over the jewelry store), purchased the business in March.

(Continued from Page 10)

Hopkins' reproductions. "I came across these old rubber casting molds used by Mr. Hopkins and I plan to make wax molds from these for recasting," he said.

Brummitt said among the new machinery he is installing will be a casting machine for making gold settings, using the lost wax process.

In keeping with the organic theme of today, Brummitt also said he will cut only natural gem material on a regular basis and synthetics only upon request. "It takes four to eight hours to cut a stone and when you get through with a synthetic, you will have a \$5 piece of material," he said.

To turn rough ruby, emerald, sapphire, garnet, and other precious and semi-precious stones into gems, he will be using 500 cutting designs to create "one-of-a-kind" stones along with others in popular cuts. He also plans to specialize in opals, fire-filled stones which, in recent years, have been in great demand.

"Many of the designs—mountings and stones—will be based on individual requests," said Brummitt, "and I will be doing some restoration work on heirloom jewelry—such as repairing old setting or replacing lost stone or chipped stones.

He will not, however, be cutting any diamonds. "You have to be a registered diamond cutter or you can't purchase rough diamonds," he said.

Another interesting addition to the jewelry store will be electroplating—refinishing flatware, jewelry, and other items in need of gold or silver replating.

Managing the store for Brummitt is Mary Lynn Fuller who also handles special orders. Brummitt is continuing pharmaceutical duties in the drug store but plans to hire an assistant in the prescription department to allow himself more time cutting stones. He is already two months behind on orders.

A native of Henderson, Brummitt received degrees in psychology and pharmacy from the University here. He has also studied art and sometimes does portrait work as well as landscapes. An avid flyer, he keeps a four passenger Mooney based at Horace Williams Airport which he uses for both business and pleasure.

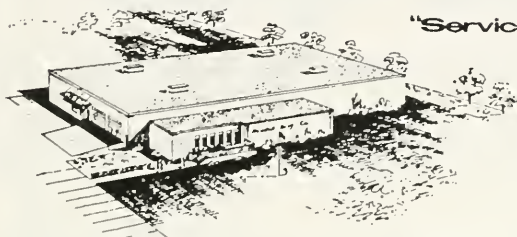
PIKE CONTINUES AS MEMBER OF NARD EXECUTIVE COMMITTEE

The North Carolina delegation to the NARD Convention, Las Vegas, September 30-November 3, returned with news of the election of Jesse M. Pike to the NARD executive committee for a three year term.

A major topic at the NARD Convention was APhA President Bob Johnson's recommendation that pharmacist's dispensing fees be adjusted upward immediately. He pointed out drug prices have been advancing (average 200 per week in North Carolina) but pharmacists are locked into third party dispensing fees that, in some cases, are pre-70 established fees.

POSTAGE STAMP

From the Winston-Salem Sentinel: Q. Is it legal for a local drug store to charge 15 cents for a 10 cent postage stamp? And the reply by local postmaster: Yes.



C. RUSH HAMRICK, JR.
President

GORDON G. HAMRICK
Vice President

"Service In Wholesale Quantities"

USE OUR TOLL FREE
NUMBER 800-222-3856
ANY TIME DAY OR NIGHT
ORDERS FILLED PROMPTLY

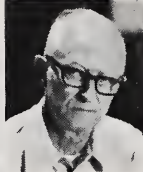
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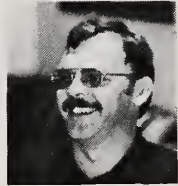
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Smith Kline & French Laboratories
Division of SmithKline Corporation **SK&F**

STATE BOARD OF PHARMACY

Members—David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; Jerry Price, Raleigh; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

1. Mann Drug Store of Boone, Boone Heights Shopping Center, Boone. Thomas E. Harris, pharmacist manager.
2. Crown Drug of Rural Hall, Village Square Shopping Center, Highway 65, Rural Hall. Thomas D. Sprinkle, pharmacist manager.
3. Drexel Discount Drug Center, Rt. 9, Morganton. Moody Z. Honeycutt, pharmacist manager.
4. Eekerd Drugs, 226 Four Seasons Mall, Greensboro. Mary G. Cline, pharmacist manager.
5. Medical Village Pharmacy, 964 16th Street, NE, Hickory. Ronald J. Shokes, pharmacist manager.
6. Bethlehem Village Pharmacy, Rt. 5, Hickory, Glenn A. King, pharmacist manager.
7. Foster Drug Company, Inc., 700 Wilkesboro Street, Mocksville. William L. Foster, pharmacist manager.

CHANGE IN OWNERSHIP

1. Medical Arts Pharmacy, 1600 North Main Street, Waynesville. Thomas E. Curtis, pharmacist manager.
2. Pineville Drug Company, 314 Main Street, Pineville. George F. Woodard, pharmacist manager.
3. Smith's Drugs, 4 East Warren Street, Shelby. William H. Bradburn, Jr., pharmacist manager.

McALLISTER COMMENDED

H. C. McAllister, Secretary-Treasurer of the North Carolina Board of Pharmacy, was lauded by the North Carolina Medical Care Commission for his service to the Commission over a ten year period.

While serving as a member of the Commission, Mr. McAllister was responsible for the expenditure of funds, primarily Fed-

eral, for the construction of new hospital facilities throughout North Carolina.

The framed, commendation certificate presented to Mr. McAllister was signed by Holt McPhearson, former Editor of the High Point Enterprise.

RECIPROCITY

Melanie Manning Hickey from Virginia.
Lawrence Craig Ostrye from West Virginia.

John Joseph Spagnolo from Rhode Island.
James Dean Fisher from New York.

INCORPORATE

Medical Park Pharmacy, Inc., 708-A Fleming Street, Hendersonville. By Eugene L. Molton, Lynn Molton and Charles W. Wray, attorney.

COMPUTERIZATION OF RENEWAL NOTICES

Pharmacist license annual renewal notices for 1975 will be mailed in the next sixty days by the North Carolina Board of Pharmacy.

While the notices are more detailed than in previous years, due to the computerized form, less time will be required for completion.

The Board of Pharmacy is working with the North Carolina Cooperative Health Information System in computerizing its records. Ultimately, the Board will be able to compile information hard to come by in the past.

Of immediate benefit will be a computer mailing list printout, which will be kept up-to-date with information supplied by the Board. Of incidental note, any mailing list totaling more than 1000 names and addresses will be 50% inaccurate in five years, hence the necessity for constant revision.

STP

Shelf Labels
Turnover Reports
Price Stickers

Another SMITH Service that will provide you shelf labels and price stickers for every item ordered. Supplied in invoice sequence.

PHARMACY



ACCOUNT SERVICE

*GOOD RECORDS FOR YOUR CUSTOMERS—A proven accounts receivable system—Designed from the ground up for your needs—by the folks who went to computers in 1958. Better collection for you and prescription tax records for your customers. You also automatically earn interest on past due accounts if you desire.

PHARMACY

ADVERTISING PROGRAM



HOW'S YOUR RETAIL IMAGE?—Good? Bad? Indifferent—Consult your Smith Representative about our Associated Druggist Program. Some of the advantages of this program are hometown newspaper advertising—buying advantages—clerk training program—In store promotion materials and store advertising fliers.

Just three of the many SMITH services

Also ask about retirement, group hospitalization and major medical.



Call or Write to:
SPARTANBURG - 582-1216

GREENVILLE - - -	235-4159	CHARLOTTE - - - -	825-5161
ROCK HILL - - - -	328-5830	ASHEVILLE - - - -	684-6121
GAFFNEY - - - -	487-4949	ANDERSON - - - -	646-3641

WHOLESALE DRUG
DIVISION OF SMITH DRUG COMPANY

SPARTANBURG, SOUTH CAROLINA 29101



TAR HEEL DIGEST

YADKINVILLE—Mrs. Millie Clark, the wife of Tom Clark, manager of O'Hanlon-Watson Drug Company, has been named Assistant Home Economics Agent for Yadkin County.

BOONE—Pharmacist Jim Furman has been elected vice chairman of Watauga County's Community-Campus Relations Committee.

SANFORD—Mrs. Edna Perkinson, formerly of Winston-Salem, has accepted a pharmacist position with John's Pharmacy. The owner of the pharmacy, John Terrell, is now director of pharmacy services at Lee County Hospital.

MADISON—Charles D. McFall, McFall Drug Company, is a member of the Committee on Investments, Campbell College.

MOORESVILLE—Sherri Sanders Whitesell has accepted a position as full-time staff pharmacist for Lowrance Hospital. Mrs. Whitesell is the daughter of Pharmacists Mr. and Mrs. C. H. Sanders of Granite Quarry, the granddaughter of Pharmacist and Mrs. Roy Burgiss, and niece of Tom Burgiss of Sparta.

CONCORD—Preston Forrester has opened The Medicine Shoppe on North Church Street, Concord, a unit in a chain of national prescription centers with stores in 34 states. Mr. Forrester, native of Greer, S. C., has lived in Concord about 10 years. He has been associated with Pike's and the Medical Center in Concord, and Purell's in Albemarle.

NEW BERN—Craven Drugs, a Walgreen Agency Drug Store, has been located on the Old Cherry Point Highway. Owners and

managers are Ralph Hamilton, Church Overly, and George Davis.

MAIDEN—Charles Carpenter, a partner in Campbell's Drug Store, has been named to head his community's participation in the Eastern Catawba County United Fund. Mr. Carpenter is president of the Maiden Merchants Association and has had previous experience in United Fund work.

HILLSBOROUGH—Evelyn P. Lloyd, pharmacist at James Pharmacy, has been named to the Historic Hillsborough Commission, according to an announcement by Grace J. Rohrer, Secretary of the Department of Cultural Resources.

DURHAM—Ralph P. Rogers, Jr., executive vice-president of N. C. Mutual Wholesale Drug Company, is listed as one of the founding group of a proposed new accident and health insurance company in Durham. Pre-incorporation subscriptions for its common stock are currently being offered to the public.

MOCKSVILLE—Bill Foster has opened a new pharmacy in Lowe's Shopping Center in Mocksville. Mr. Foster has been a pharmacist at Hall Drug Company of Mocksville for the past 9 years. He is a 1965 graduate of the UNC School of Pharmacy.

SCOTLAND NECK—N. O. McDowell, Jr., was recently sworn into office as a member of the Town Commissioners. He fills an unexpired term of the late Forrest G. Shearin. Mr. McDowell will serve until the next Board election in November of 1975.

BELMONT—Sam Comstock, pharmacist at Catawba Pharmacy, attended the 17th annual graduate refresher course sponsored by the University of Southern California School of Pharmacy, August 17-28 in Honolulu, Hawaii. Mr. Comstock took 39 hours of accredited education in the 13 day course.

ELIZABETH CITY—Norman T. Covert has been employed by People's Service Drug Store in the Southgate Mall. Covert, formerly with Todd's Pharmacy, and prior to that in business in Portsmouth, Va., is a graduate of the University of Toledo (Ohio) School of Pharmacy.



NORTH CAROLINA PHARMACEUTICAL RESEARCH FOUNDATION—DIRECTORS & GUESTS—SEPTEMBER 19, 1974
Seated, left to right: Stevenson, Hood, Baker, Rogers, Whaley, Blanton, Claytor, Whitehead, Gilliam and Paoloni. Standing, left to right: Reamer, Forrest, Blaug, Hager, Martin, Davis, Crech and Sloop.

BLANTON REELECTED PRESIDENT OF NCPRF

Charles D. Blanton, Kings Mountain pharmacist, was reelected president of the N. C. Pharmaceutical Research Foundation at the annual meeting of NCPRF's board of directors in Chapel Hill on September 19.

Ralph P. Rogers, Jr. of Durham was elected vice-president and Dr. George P. Hager continues as secretary. Two designated banks serve as treasurer for NCPRF.

During a morning session of the directors, reports were received from Dr. Hager (new faculty members), L. D. Werley (enrollment and admissions), G. H. Cocolas (curriculum changes), Rebecca Stewart (finances), J. K. Wier (student aid) and C. U. Paoloni (extension program).

Following a luncheon (see cover page), the new directors and directors-elect were introduced.

The afternoon session was devoted to a report on the 1973-74 Fund Drive, a financial and auditor's report, review of the 1974-75 budget and election and installation of officers.

F. J. Andrews of Baltimore was named an emeritus director/executive committee member of NCPRF.

ASSET VALUE OF NCPRF PASSES THE HALF MILLION MARK

For the first time since the North Carolina Pharmaceutical Research Foundation was organized 28 years ago, the asset value of NCPRF has passed the half million dollar mark.

Officers of the Foundation, reporting to the Foundation Directors on September 19, listed NCPRF assets at \$523,279.35.

Although the market value of stocks owned by the Foundation has declined, a contribution of \$78,000 more than offset the loss.

HOW TO AVOID A SLEEPLESS NIGHT

A recent news report listed a North Carolina drug chain executive with more than one million shares of his company's stock,

now valued at \$8 million but at one time, more than \$30 million.

Two North Carolina pharmacists discussing the report, one said he would lose a lot of sleep with a paper loss of more than \$20 million; the other quickly noted he could sleep well knowing that he was the owner of a million shares of a going concern no matter what the stock market did or did not do in the future.

NEWS BRIEFS

DUNN—Byron Johnson, 1971 graduate of the UNC School of Pharmacy, is opening a pharmacy on Tilghman Drive, Dunn. Native of Dunn, he is returning to his home town after serving his internship at the hospital in Laurinburg, and then practicing in Monroe.

SHALLOTTE—Mary Ledbetter, a 1971 graduate of UNC's School of Pharmacy, has joined the staff of Shallotte Rexall Drug Store, owned and managed by Pharmacist W. R. Roycroft and his son, Douglas.

MARION—Pharmacist Bob Setzer of Evans Rexall Drug Company has been elected a Director of the McDowell County Board of Directors. He will serve a 3-year term.

KINGS MOUNTAIN—E. Wilson Griffin, Pharmacist-owner, Griffin's Drug Store, has announced his pharmacy's association with AD PHARMACY buying group.

FRANKLIN—Victor H. Perry, co-owner of Perry's Drug Store, has been named by the board of directors of Stringers Sickroom Supplies & Professional Services to serve as president of its two sickroom appliance centers in Franklin and Sylva. Pharmacist Perry serves as a director of the North-western Bank.

KINGS MOUNTAIN—Pharmacist Ragan Harper has been named to the Cleveland County Morehead Selection Committee. He is owner and manager of Harper's Prescription Pharmacy.

TARBORO—Ken Updegrave, formerly of Zebulon, has accepted a position with Kerr Drugs.

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DISASTERS

Major and Minor

BETHEL

Bethel Pharmacy. \$300 in cash and a large quantity of Controlled Substances taken in a September 13 break-in of the pharmacy.

DURHAM

Kerr Drug Store, Wellons Village Shopping Center. Some merchandise damaged due to a fire which a fire investigator reported was deliberately set.

ANDREWS

Andrews Pharmacy. Three Tennessee youths have been arrested following larceny of approximately \$700 worth of Controlled Substances from the Andrews Pharmacy.

CLINTON

Matthews Drugs. Approximately \$4,000 in cash and checks were stolen from the store along with drugs and an assortment of merchandise, including cameras, watches, tape players, etc. Entry was made by drilling open the metal lock on the front door.

MOREHEAD CITY

Morehead City Drug Company. Four teenagers have been arrested and charged with breaking into the pharmacy and stealing a large quantity of drugs and hypodermic needles. According to police, the four went into the drug store with three leaving and one hiding in the store's attic. After the store closed, the back door was opened by the person who had hid in the attic.

MOREHEAD CITY

Robinson's Prescription Shop. Police are investigating the theft of drugs from the pharmacy. This is the second time the pharmacy has been burglarized this year.

CHARLOTTE

Sterling Drug Company, 1501 Elizabeth Avenue. Two men pulled pistols and forced Pharmacist William V. Proctor and his daughter to lie on the floor while one man emptied the cash register. Later, one of the men forced Proctor to open a safe in a small post office in the pharmacy and point out where he kept certain drugs. The loss was about \$300.00.

BURGAW

Durham Drug Company. Shipment of drugs taken following break-in.

BOONE

Carolina Pharmacy, King Street. Back door of pharmacy forced and drugs plus cash from the register taken.

NORTH WILKESBORO

Eekerd's Drug Store, West Park Shopping Center. Break-in netted the thieves more than 12,000 Controlled Substances.

DURHAM

McDonald's Drug Store. Contents of a locked metal cabinet taken following entry by way of a door which was forced.

SMITHFIELD

Medical Center Pharmacy. Entry gained by breaking out a drive-in window. Cash stolen from the register.

CHARLOTTE

King Drug Company, 3106 Eastway Drive. A man came into the pharmacy, drew a pistol and forced employee Ruby Dover to open the store's cash register. The man took the bills before fleeing on foot.



Dear Mr. Smith:

I am enclosing an editorial from the Journal of Pharmaceutical Sciences (July 1974) that I alluded to in our recent telephone conversation.

I had the same experience as Dr. Feldmann; being unable to buy an exempt narcotic cough syrup in a Winston-Salem pharmacy from a specific pharmacist, however, I did purchase the medicine at the same pharmacy from a different pharmacist the next day.

The North Carolina Pharmaceutical Association should make an appeal to its membership not to be too strict in their judgments (and that's all that it is) as to who needs an exempt narcotic.

Thomas R. Gnau
 Director of Radiopharmacy
 The Bowman Gray School of
 Medicine
 Winston-Salem

Note: The Editorial referred to by Pharmacist Gnau is headed "Extremism in the Pursuit of Drug Abuse Prevention."

Included in the editorial was a letter written by a frustrated physician from Owensboro, Kentucky:

"Hey, out there! Somebody listen to me. I'm getting sick and tired of these restrictions on the drugs I prescribe for my patients. Sure, I know we have a drug problem in this country, but I'm not a part of it, and my patients are not and the pharmacists are not.

"Why can't I phone in a prescription for a few sleeping pills any more? Why must my patient be required to come to me for a new prescription for nerve pills each time he runs out? How much worse is it going to get? And finally, who is doing all this?"

And this comment by Dr. Feldman:

On a more personal basis, we had an experience ourselves during this past winter flu season in which attempts to obtain a bottle of an exempt narcotic cough syrup met with no success in a number of local pharmacies. The pharmacists on duty at these pharmacies refused to dispense the requested cough syrup despite offers of identification and despite the fact that the request was being made by a local resident.

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**On request, A representative
 of the I. C. System will explain
 the collection program in detail.**

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 Chapel Hill, North Carolina 27514**

**PHARMACIST RECOMMENDS
"CHEC" COMMUNITY
HYPERTENSION EVALUATION
CLINIC**

Enclosed are some clippings which I think may interest your readers.

Sponsoring Free Public Blood Pressure Clinics is a professional service which pharmacists elsewhere can encourage and promote.

I first learned of this possibility through Ciba's medical representative in our area, John Morell. High blood pressures concern us for this situation is particularly widespread here in the Northeast.

I met with our local physicians at their monthly hospital meeting to explain what we had in mind and to ask their consent and encouragement. They agreed unanimously. And they set the readings for those who should be encouraged to see their doctors soon and for those who should see a physician that very day!

I then solicited assistance from some of

the leaders of the Rescue Squad who helped recruit nurses to read pressures, Jaycees to promote advertising, etc.

During September 20th and 21st, we checked 650 people. Many have re-established active contact with their physicians, particularly those delinquent in taking their medication regularly. And I know of several instances where high pressures were discovered for the first time.

Follow-ups with those tested and reviews with our physicians will follow when we receive the IBM print-out from Ciba.

Public comment to date has been generally favorable. And the results certainly warrant doing this service again in the future.

Such services as these can be promoted by pharmacists throughout our state. I hope more will consider this opportunity.

Sincerely,
John A. Mitchener, III
Mitchener's Pharmacy
Edenton

Free Blood Pressure Check!

CHEC — Community Hypertension Evaluation Clinic

Place

Edenton — Chowan Rescue Squad Headquarters At
The Corner Of Broad And Queen Streets

Time

9 A. M. To 5 P. M.

Date

September 20 — 21

Sponsor

Rescue Squad And CIBA Pharmaceutical Company





CURRENT COMMENT
by Dr. Seymour M. Blaug, Dean
School of Pharmacy, University of North Carolina

Some of the problems faced by pharmacy today emanate from a changing organizational form of delivery of professional services in the U.S. The roles carved out for pharmacy in the health care delivery system will depend greatly upon what we as pharmacy educators and you as pharmacists do.

Undoubtedly there are many ways of defining or describing what is meant by a health care system. Regardless of your definition, a viable system will likely include certain elements such as:

1. The health maintenance concept where emphasis will be placed on health rather than sickness. The system will incorporate programs of preventive medicine.

2. Consumer input. Health care deliverers are responding to the demands of the consumer that he or she be involved in all facets of the health care delivery system. Thus, we will see consumers serving on professional licensing boards and on the boards of health care centers where consumers will help to make policy that affect professional services and budgets. Indeed, in the state I recently left (Iowa) there will be two consumer representatives serving on the boards of pharmacy, medicine, and dental examiners, effective July 1, 1975. Nationally, our professional activities will be coming under close scrutiny by the public.

3. Comprehensiveness. Although this term infers the coverage of all members of a family in a single program, I am using it to mean the removal of financial and organizational barriers to consultation with health care deliverers.

4. Finally, there is a fourth element

which involves cost control and prepayment. We are reaching or have about reached the limit of what people will pay for health care. Every developing health care system is putting a great deal of effort into various ways to control cost. The evolving systems are almost certain to operate on some kind of prepayment plan. Prepayment seems to be one element about which there is almost universal agreement.

The place of pharmacy in this health care system is one which we in education are establishing, in part, through changes that have already been initiated and will be initiated through our pharmacy curriculum. The role of the pharmacist is no longer remote or passive in relation to the total health care needs of the patient. It was not too many years back that the criterion for a successful pharmacy education was the graduation of pharmacists who would do exactly as the physician ordered, no more and no less. This type of action did not always serve the best interest of the patient.

Changes in the pharmacy curriculum are strengthening the students' theoretical background in the basic medical sciences and in areas such as biopharmaceutics and medicinal chemistry and natural products. We hope to expand the students' background in the areas of community pharmacy management and the socio-economics of health care through an expansion of our pharmacy administration program. The clinical-hospital pharmacy program and continuing education programs are enabling our students and practicing pharmacists to apply this acquired theoretical knowledge to life sit-

uations, largely because they are more knowledgeable about disease, the complexity of multiple drug therapy regimens, and are better able to communicate effectively with patients, physicians, and other health professionals. Community pharmacists should not look on clinical pharmacy as a threat to their practice. It bears the same relationship to the community practice of pharmacy as does medicinal chemistry, pharmacology, pharmacetics, and pharmacy administration. Perhaps only a small number of pharmacists will be called clinical pharmacists instead of community pharmacists. However, clinical pharmacy makes an important contribution to the overall education of a community pharmacist just as the other disciplines in the pharmacy curriculum do.

Many community pharmacists think of clinical pharmacy as something that is practiced only in a hospital setting. Although it is true that the conventional community pharmacy is not the ideal environment in which to teach clinical pharmacy concepts due in part to the lack of adequate patient data, we must not lose sight of the fact that community pharmacists comprise over seventy percent of our profession. Surely, the core training students receive in clinical pharmacy is applicable to ambulatory as well as hospitalized patients. It is time for practitioners and educators to develop demonstration projects—projects that demonstrate the effectiveness of new roles for pharmacists in the community setting. Certainly this has been and is being demonstrated in the hospital setting. It is time to show students and pharmacists how they can use their clinical training in a community pharmacy setting. Pharmacists, particularly those in small towns and cities, are not preoccupied exclusively with drug products as such. They are concerned about the prescriber's purposes and their patient's needs, and always have been. Thus, they are, and always have been, "patient oriented" as well as product oriented. We are a profession that is tied to a product as well as a professional service. It is difficult to divorce one from the other.

BUNCOMBE COUNTY

Guest speaker at the September 22 meeting of the Buncombe County Pharmaceutical Society was Harry A. Woggon, director of the Comprehensive Alcoholism Program of the Blue Ridge Community Mental Health Center.

Moss Salley, president of the Society, presided at the meeting.

WAKE COUNTY

Reported by Patricia Bumgarner, Secretary
The Wake County Pharmaceutical Association met October 1 at Burroughs Wellcome, Research Triangle. There were 35 members and guests present for the dinner meeting.

George Morgan, treasurer, announced 90 paid members for the year.

NCPHA President W. H. Wilson urged maximum attendance at the "Consumers All" seminar scheduled for Chapel Hill, October 23.

Plans for the Christmas Party were outlined by Joe Edwards. It is scheduled for December 7 at the Flying Cloud Restaurant.

The November 5 meeting will be held at the Milburnie Fishing Club. Spouses are invited.

ROCKINGHAM COUNTY

William H. Wilson, a Reidsville pharmacist in the early 1950's and presently the President of the North Carolina Pharmaceutical Association, was guest speaker at the September 29th meeting of the Rockingham County Society of Pharmacists.

The meeting was held in Reidsville.

NOT VICIOUS VAMPIRES

Quotable quote from the Minnesota Pharmacist:

"Pharmacists are not vicious vampires vanquishing veracity and voters' venerable vitality, but rather an amiable anachronism ambitiously aiming to alleviate ailments and attendant addictions."

You may want to run that by a second time.

The NCPHA-Endorsed Insurance Plans Which Merit Member Participation

DISABILITY INCOME PLAN

BASIC PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Two Years

EXTENDED PLAN: Accident Total Disability—Lifetime
Sickness Total Disability—Five Years

MAJOR MEDICAL EXPENSE PLAN

PLAN I: \$18,000 Maximum Benefit including \$30 Daily Room Limit
PLAN II: \$30,000 Maximum Benefit including \$50 Daily Room Limit
(Up to \$45,000 Maximum Benefit including \$75.00 Daily Room
Limit Available)

TERM LIFE PLAN

Up to \$20,000 For Members
Dependents Coverage Also Available

HOSPITAL INCOME PLAN

\$25.00 Per Day For Member
\$20.00 Per Day For Spouse
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Payable From The First Day of Hospital Confinement
For Up to 15 Months

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TAKE WITH CARE

(Editorial, Wilmington Star, 9/7/74)

Back about the turn of the century and for a few years thereafter, a person could buy on the open market all sorts of self-care medicinal products, many containing opiates which, while they did little to cure the ailment, made a person feel good and killed pain. At the same time, it became easy to become addicted and public opinion finally stepped in to provide officials with authority to develop standards and require certain of these habit-forming drugs to be bought only on a prescription of a physician.

The Food and Drug Administration was put in charge of setting the standard and determining which of the drugs should require prescriptions before they could be dispensed.

The FDA is now going one step farther, looking into possible overuse or misuse of nonprescription medicines—the kind you hear touted with nauseating frequency on television. Since about 1972, the federal agency has systematically been checking the nonprescription medicines to be sure they're properly made and labeled according to what they contain, and, what is more important, that the information be there to enable the customer to use the drug correctly.

A few months ago, in June, the FDA decided to issue a new standard for antacids. The new standard limits the label claims that can be made for the product and the kind of ingredients that will be allowed in this class of nonprescription drugs.

It has also promised to come out soon with similar standards for laxatives, cough and cold preparations and pain killers.

Apparently, also to counteract the type of information broadcast on the tube, it is launching a campaign to help put the role of self-medication into better perspective and to make consumers more aware of their own responsibility in using nonprescription medicines correctly.

The FDA probably won't go as far as eliminating certain drug claims from any broadcasts, as federal law has done to cigarettes, but undoubtedly, this has been

considered. It may be that the FDA is reluctant to use this approach, knowing that the ban has done little to cut actual consumption of tobacco.

The FDA should now concentrate on seeing that nonprescription drug customers are adequately advised and warned not to take these medicines for granted but to take them with care.

AHEC PROGRAMS

Under direct sponsorship of AHEC (Area Health Education Centers), with the support of local pharmacists, these typical programs, as an example, will be made available:

1. Professional & Financial Rewards of Implementing a Patient Oriented Pharmaceutical Practice.
 2. How the Pharmacist Can Meet Modern Competition Today.
 3. Opportunities for the Pharmacist in Health Care Facilities.
 4. Inventory Control and Its Importance to Pharmacists.
 5. How to Develop a Positive Public Relations Program.
 6. Preventive Dentistry and Role of the Pharmacist.
 7. Medicaid Rx Program and Peer Review.
- Details from
Claude U. Paoloni, School of Pharmacy,
UNC, Chapel Hill, North Carolina 27514, or
call 919-966-1121.

NC MUTUAL EXPANDS

North Carolina Mutual Wholesale Drug Company, Durham, has underway a \$925,000 expansion and renovation program which will add 36,000 square feet to its warehouse (about 60,000 square feet at present).

A fully automated order processing and conveyor system is being added along with expansion of the computer facility.

The executive vice president of NC Mutual, Ralph P. Rogers, Jr., said construction is expected to be completed in six months.

NC Mutual serves more than 250 retail drug stores in North Carolina and has annual sales of more than \$20 million.

For eighty-nine years

... since 1885

Seeman

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through *The Carolina Journal of Pharmacy* and its editors. *The Journal* is now in its fifty-fourth volume, and the first printed copy was "Seeman Printed."



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FISHER-HARRISON CORP.

DOCTORS RETURN 1600 COMPLETED SURVEY FORMS

Of 2400 copies of a survey (General Information for Pharmacists) mailed to members of the North Carolina Medical Society, 1600 were completed and returned to the North Carolina Pharmaceutical Association.

The questionnaire included information relating to the names of MD office nurses authorized to transmit information concerning prescriptions and prescription refills; the MDs understanding of "PRN" and his DEA number.

The mailing did not include all counties since some local/sectional pharmacy organizations had previously conducted a similar-type survey and others preferred to do their own mailing, such as the Cape Fear Pharmacy group of Fayetteville.

Reproductions of the completed questionnaires, by counties, have been mailed to interested pharmacists at 25¢ per completed questionnaire. The number varied from one in some counties to more than 100 (Forsyth, Buncombe, etc.).

UNC PHARMACY TAPE SERVICE CATALOGUE AVAILABLE

A revised Audio Tape Service catalog is now available from the School of Pharmacy of the University of North Carolina.

The catalog lists about 100 cassette tapes in the areas of drug abuse, pharmaceuticals and biopharmaceuticals, pharmacy administration, professional practice and public health. Tapes are sold for \$2.50 each. Presentations are from 30-90 minutes duration.

Professor Claude U. Paoloni, the School's Director of Continuing Education, invites pharmacists to write for a free catalog. Address requests to:

Pharmacy Tape Service
School of Pharmacy
University of North Carolina
at Chapel Hill
Chapel Hill, N. C. 27514

UNC PHARMACY SCHOOL NOTES

ENROLLMENT

In the UNC School of Pharmacy, Fall Semester of 1974:

Class of 1975—140

Class of 1976—138

Class of 1977—143

Class of 1978—159

In addition, there are 29 graduate students for a total enrollment of 609 (the total for 1973 was 618).

A significant trend is that more and more women are enrolling in the school. The percentage for the first (2/5) class was 59.1%.

PHARMACY STUDENTS NAMED TO WHO'S WHO

Sixteen UNC School of Pharmacy advanced students have been named to Who's Who Among Students in American Universities and Colleges.

Selected students were in their fourth and fifth years of pharmacy study. They were chosen on the basis of high scholastic achievement and participation in extracurricular activities.

They are: Annette Elizabeth Aman, Diane Carol Andrako, Jeffrey Galen Blanchard, Peter Wilson Champion, Patricia Lynn Claytor, Walter Bernard Collie, Danny Ray Dalton, Nancy Turner Gilliam, Joyce Carol Hardy, Gerald Wayne Hargis, Walter Vernon Meadors, Jeffrey James Smith, Thomas Fain Taylor, William Dorsey Vick, III, Joseph Jutson Ward and Nancy Joyce Fulcher.

PHARMACY SCHOLARSHIP FUND RECEIVES \$1000.00 AWARD

The University of North Carolina School of Pharmacy was the recent recipient of a \$1000.00 scholarship award. The award was presented to the school by John A. Dawson, Jr., Vice President and director of professional services, Eckerdt Drugs, Inc., Charlotte, North Carolina. Dawson had received the National Association Of Chain Drug Stores/Upjohn Award as Chairman of the NACDS professional relations committee and

chairman of the NACDS pharmaceutical conference in recognition of outstanding service to pharmacy and the chain drug industry.

The donated award will be used by The University of North Carolina School of Pharmacy to assist worthy students to complete their pharmacy education.

OFFICERS ELECTED

Bobby Bisehoff of Dunn has been elected president of the UNC School of Pharmacy Student Body for the year 1975-76.

A 4-5 student, Bobby has served as treasurer of Kappa Psi and was president of the 3-5 pharmacy class.

Other officers elected are:

5-5 Class

President: Bruce Dunham

Vice-President: Riek McKinney

Secy-Treas.: Ann Finley

4-5 Class

President: Billy Burns

Vice-President: Charles Faison

Secy-Treas.: Karen Smith

3-5 Class

President: John Watts

Vice-President: Earl Lingle

Secy-Treas.: Suzanne Emerson

2-5 Class

President: Mark Langdon

Vice-President: Mike Brewer

Secy-Treas.: Susie Drake

STUDENT BRANCH

The September meeting of the Student Branch of the NCPHA/APhA featured a "debate" on Prescription Price Posting, with Wilbur Guley, Director of North Carolina's Division of Public Interest Research Group taking a pro position and Whitaker Moose, immediate past president of the NCPHA, presenting the con side of the proposal.

Approximately 100 members of the Branch attended the program which was held in the auditorium of the John Grover Beard Pharmacy Building at UNC/CH.

DOINGS

OF THE AUXILIARIES

CAPE FEAR

The Cape Fear Valley Pharmaceutical Auxiliary held their September luncheon-business meeting at the Highland Country Club, with Mrs. Sanford Price, president, conducting the meeting.

Following the luncheon, plans were discussed for determining the best and most effective methods of implementing the state project, Mental Health, in the three county area covered by the Auxiliary membership.

A money-making project was discussed, and all members gave their approval and support. A joint Christmas Party with the Cape Fear Pharmaceutical Association was also discussed.

Mrs. Price encouraged members to attend the State Auxiliary's Fall Convocation in Chapel Hill on October 16th. A good representation from the Cape Fear group is expected to attend.

WILMINGTON

The New Hanover Women's Pharmaceutical Auxiliary held its October meeting at the home of Mrs. John Bullock. Members enjoyed a covered dish supper before the business session.

Mrs. Edythe Blanton, Director of Volunteer Services at Cherry Hospital in Goldsboro, was the guest speaker. The use of drugs in speeding the patient back to an active role in the community was discussed. Slides of Cherry Hospital were shown.

The importance of volunteers and the needs of the patients were discussed. Many material items for patients' comfort are not provided by the state, and are available only through the generosity of the public.

Plans were made to help the program at Cherry Hospital and to seek to aid the local programs for mental health.

The New Hanover Auxiliary looks forward to an active year, and members were inspired by the speaker to provide materials and services to assist in the year's emphasis on mental health.

WESTERN NORTH CAROLINA

The Western North Carolina Auxiliary held a luncheon meeting September 17th, with Mrs. J. Weaver Kirkpatrick, state auxiliary president, as special guest.

In remarks to the group, Mrs. Kirkpatrick encouraged attendance at the Fall Convocation. She also asked members to be aware of happenings in the state auxiliary and to take an active part.

Plans were made to continue working with the local nursing home, and to inquire further to see if the Mental Health Association had started a Group Home in the area. (Not enough funds were available for a home last year.)

RALEIGH

The September meeting of the Raleigh Woman's Pharmaceutical Auxiliary, held at the home of Mrs. Roger Crane, Club President, started the club's new year after the three months summer recess.

A general business meeting provided a time for members to discuss goals and projects for the coming year. It was suggested and approved that contributions to the Fairmont Child Development Center for Retarded Children would provide both local and state mental health projects, because of their special needs.

Suggestions of ways to raise money for the donation to the Center included a wine-tasting party, a Chinese auction, and a flea market.

On October 3, Mrs. Robert Seaborn hosted a Chinese auction where articles donated by members and parents of the children at the Center were secretly bid on in the old Chinese custom. Some of the interesting articles for auction included an antique seed box, a hand-knitted baby sweater and cap, and a jar of brandied fruit. Approximately \$120 was raised to purchase special educational toys and supplies for the Center.

MARRIAGES**RUSSELL-METZGER**

Miss Sally Ann Metzger and *Stephen Gaddy Russell* were married September 7 at the University Presbyterian Church of Chapel Hill. Mr. Russell, graduate of UNC School of Pharmacy, is with Gibson Pharmacy of Salisbury. He is a past-president of Phi Delta Chi Fraternity.

HEATHERINGTON-COPELAND

Pharmacist *Terry W. Heatherington* was married September 14 to Miss Donna Copeland. The wedding was performed at First Presbyterian Church of Gastonia. Mr. Heatherington, graduate of UNC School of Pharmacy, is manager and part owner of Smith Drugs of Kings Mountain.

BOWER-KING

Miss Pamela Scott King and *Richard Kent Bower* were married September 1 in Parkway Baptist Church of Greensboro. Mr. Bower, graduate of UNC School of Pharmacy, is with Rite-Aid Pharmacy.

MEACHAM-PENRY

Miss *Terie Louise Penry*, pharmacist at the Prescription Shop in Roxboro, and Joseph Thomas Meacham, Jr. of Asheville were married September 28 in Long Memorial United Methodist Church of Roxboro. The Meachams will live in Asheville where the groom is a staff writer for The Asheville Citizen.

WHEELER-WILCOX

Miss Winniford Susan Willeox and *David Stewart Wheeler* were married September 28 in St. Paul's Episcopal Church of Greenville. The couple live in Greensboro where Mr. Wheeler is pharmacist at Cone Memorial Hospital.

ANGE-CAULEY

Dalton Ray Ange, 1974 graduate of UNC School of Pharmacy, and Brenda Sue Cauley were married August 25 in the Northwest Christian Church of Kinston. Mr. Ange is with Professional Pharmacy of Havelock. Mrs. Ange is employed by the Craven County Board of Education as a teacher in Havelock Junior High School.

BIRTHS

Mr. and Mrs. Thomas C. Owens of High Point announce the birth of a son, Timothy Scott, on September 21. Mr. Owens is a 1970 graduate of the UNC School of Pharmacy.

Mr. and Mrs. J. Wayne Avery of Wilson announce the birth of a son, Kevin Dwayne on August 26. Mr. Avery, 1968 graduate of UNC School of Pharmacy, is with Wilson Drug Company.

DEATHS
M. C. Miles

Morton Clifton Miles, age 81, Henderson pharmacist, died September 6.

Mr. Miles was a native of Warrenton and for 47 years operated Miles Pharmacy in Henderson. He was a 1917 graduate of the UNC School of Pharmacy and served in France during WWI.

Billy Lee Price

Billy Lee Price, 47, Conover pharmacist, died September 20 following a heart attack.

Pharmacist Price was the owner/manager of Conover Drug Company. He was a native of Newton, a graduate of the Newton-Conover High School and the UNC School of Pharmacy.

He was a charter member of Woodlawn Baptist Church, where he served as a deacon, trustee, usher and was also in charge of the church blood bank.

In addition to his wife, he is survived by two sons, Billy Lee Price Jr., a student at the UNC School of Pharmacy, and Robert Alex Price of the home; a daughter, Tamara Annette Price of the home; four sisters and two brothers.

MDs/PHARMACISTS REVIEW PHARMACY TOPICS OF MUTUAL INTEREST

Benny Ridout, representing the N. C. Division of Social Services, and W. J. Smith, representing the North Carolina Pharmaceutical Association, attended a joint Pharmacy and N. C. Medical Society committee meeting in Southern Pines on September 26.

Mr. Ridout reviewed the dispensing records of all MDs currently participating in the Medicaid Pharmacy Service Program. The committee reaffirmed its Sept. 1973 decision to drop one MD from the program but the MD is appealing the decision to the State Board of Social Services.

The committee deferred action until next meeting of current practice of some MDs in making a professional charge to authorize renewal of a prescription. It was pointed out the practice is growing.

A proposal by Pharmacist Seth Miller of Lexington in regard to a "STAT" emergency drug kit for use in an institutional setting (extended care facility, etc.) was referred to a committee to be composed of three representatives from the NCPHA, the N. C. Medical Society and the N. C. Nursing Homes Association.

LPNs and Nurses Aides dispensing drugs in intermediate care facilities was discussed but no action taken.

A policy statement on drug substitution laws will be prepared by the committee for possible use during the 1975 session of The N. C. General Assembly.

The Poison Prevention Act of 1970, with special regard to child-resistant closures, was discussed. Most of the MDs present stated they had received complaints regarding inability of some patients to open the safety containers. Recommendation: Information regarding safety packaging to appear in Medical Society Bulletin.

Name of Rx drug on Rx label: Since the law was implemented July 1, 1974, compliance with the law has been good.

Dr. Charles W. Byrd of Dunn presided. Other MDs present included Dr. John L. McCain of Wilson, Dr. Thomas R. Harris of Shelby, Dr. R. A. Fewell of Burlington, Dr.

Edgar T. Beddingfield, Jr. of Stantonsburg and Dr. John A. Payne of Sunbury.

TEW COMPLETES GEIGY'S BASIC TRAINING

Lynn C. Tew of Dunn, North Carolina has completed the basic indoctrination training class of GEIGY Pharmaceuticals. The course comprises four weeks of lectures, presentations, discussions and testing at GEIGY's training center at Bear Mountain, N. Y. and meetings with executives at the company headquarters in Summit, New Jersey.

As a GEIGY representative he will supply the latest technical pharmaceutical information to physicians at every level, research clinicians, university professors and pharmacists. He will return to the training center for more advanced instruction in the near future as part of GEIGY's continual education program.

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GORDON APPOINTED STATE DRUG ADMINISTRATOR

Robert L. Gordon, a graduate of the UNC School of Pharmacy, has been appointed State Drug Administrator to aid in implementing regulations established by the North Carolina Food, Drug and Cosmetic Act, which is administered by the N. C. Department of Agriculture.

Pharmacist Gordon was associated with Ashworth's Drug Store, Cary, for eight years, then established Gordon's Pharmacy in 1971.

A business and civic leader of Cary, Pharmacist Gordon helped to organize a new bank for the area, Capitol National Bank. He served as Chairman of Cary's Business and Professional Day and as a member of Cary's Board of Adjustments.

RESPONSIBILITIES OF THE STATE DRUG ADMINISTRATOR

The purpose of the State Drug Administrator is to more fully implement the requirements established by the North Carolina Food, Drug and Cosmetic Act in regard to regulations of the manufacture, transport, storage and sale of drugs, cosmetics and medical devices. Some of these being, but not limited to:

1. Administering the day-to-day activities of the Drug Branch, Food and Drug Protection Division.
2. Establishing and maintaining a current Good Manufacturing Practice inspection program for basic manufacturers, warehouses and repackers of prescription and over-the-counter drugs within the State.
3. Monitoring of marketed drugs.
4. Investigation of cases of obvious or potential drug fraud.
5. Investigation of dangerous practices of sale or dispensing of legal drugs (not to supercede or interfere with regulations by the State Board of Pharmacy of licensed pharmacists dispensing prescriptions) such as the dispensing of drugs from vending machines.
6. Evaluation of currently marketed drugs and cosmetics for misbranding.
7. Establishing and maintaining a current official establishment inventory.
8. Assisting in development of proper labeling and manufacturing techniques of so-called "not new" drugs (home remedies manufactured in the State).
9. Advising the State Chemist on needed law and regulation changes.
10. Keeping abreast of the status of new drug clearance activities on the Federal level.
11. Establishing and maintaining a co-operative State-Federal relationship for regulatory control of the drug industry where at all possible.
12. Evaluation of advertising claims (radio, T.V., newspaper, magazine) as to their authenticity.
13. Assisting the Feed Branch of the Food and Drug Protection Division and the Veterinary Division regarding animal drugs in feeding or therapeutic use, and in the inspection of feed manufacturers handling medicants.
14. Levying of embargoes on suspect adulterated or misbranded materials with the intent of their removal from the channels of commerce.
15. Institution of necessary civil or criminal actions under the statutes when it becomes evident that voluntary compliance cannot be obtained, or when the flagrant nature of violation indicates such steps.
16. To dedicate whatever time is necessary towards accomplishing a solution of a crisis, i.e. fire, flood, dangerous or hazardous product recall, etc.
17. To assist the State Chemist in any and every possible way to help him fulfill his duties and responsibilities to the Department of Agriculture and to the people of North Carolina.

CLASSIFIED ADVERTISING

Classified advertising (single issue insertion) 10 cents a word with a minimum charge of \$3.00 per insertion. Payment to accompany order.

Names and addresses will be published unless a box number is requested.

In replying to "blind" ads, address Ad. No. ———, Carolina Journal of Pharmacy, P. O. Box 151, Chapel Hill, N. C. 27514.

FOR SALE—Slightly used Burroughs 5 total bookkeeping machine set up for a drug store. Purchased two machines but we find one will suffice for our two drug stores. Cost \$4000, will sell for \$2000. Inspection invited. Call Clarence Johnson, Hollowell's Drug Stores, Greenville, North Carolina. (919) 752-3155.

DRUG STORE FOR SALE—Over 10 years in business—\$300,000 a year. Prescription average one-third of sales. 4000 square feet. Located in neighborhood shopping center inside city limits of city population over 20,000 in foothills of Piedmont Section of North Carolina. This is a two pharmacist store (present owner not registered). BOX MS-11.

FOR SALE—Beautiful 3/4 acre wooded lot (only 15 total), Morehead City Country Club. A minute away from course. Newport River view. Minutes from beach. \$12,500. Small down payment, balance at 8% for 10 years if desired. Box LB-10.

FOR SALE—Complete set of front fixtures and soda fountain equipment. Write "Fixtures" c/o the Carolina Journal of Pharmacy.

HENRIETTA

Tri-Community Drug Store. Two Gaston County men arrested with burglary tools. Break-ins or attempted break-ins at the drug store in the past three years have resulted in a total of 18 arrests.

COLD/COUGH BOOKLET

"How To Chose a Cold, Cough or Sinusitis Product," a new brochure designed for the pharmacist to distribute to the consumer, has been prepared by Smith Kline & French Laboratories. The brochure recommends the pharmacist as an important source of drug product information for his customers and suggests consulting with him for answers to specific questions about what a cold product does and when it should be used. Quantities of the eight-page brochure are being made available to pharmacists through SK&F Professional Sales Representatives.

The causes and symptoms of common colds, coughs, and sinusitis are explained in the brochure along with the advantages of SK&F over-the-counter cough/cold products. Related factors such as drowsiness and convenience in taking the medication are also discussed.

"How to Choose a Cold, Cough or Sinusitis Product" is designed to help the pharmacist guide patients in selecting the most appropriate SK&F non-prescription medication to treat specific cough/cold symptoms.

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I certify that the statements made by me above are correct and complete.

S/s W. J. SMITH

Editor, Business Manager

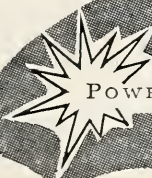
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Raleigh, North Carolina



Gilbert Hartis, Winston-Salem pharmacist, is pictured with a grandfather clock which he built and presented to the North Carolina Pharmaceutical Association. The clock is now on display in the lobby of the North Carolina Institute of Pharmacy, headquarters building of the NCPHA.

A graduate of the UNC School of Pharmacy, Mr. Hartis was a medical sales representative for Parke-Davis from 1937 to December 1972. Originally, his territory extended from Kernersville to Spruce Pine and Glen Alpine but in recent years, the territory in and around Winston-Salem had been his work area for P-D.

Since his retirement, Mr. Hartis has devoted much of his time to building grandfather clocks, the one pictured above being the 40th to leave his workshop. The quality of the workmanship is the same that Mr. Hartis exhibited while representing Parke-Davis: Superior.

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Tablets V-Cillin K: 125, 250, and 500 mg.*; V-Cillin K, for Oral Solution: 125 and 250 mg.* / 5 ml. Brief Summary. Consult the package literature for prescribing information.

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Indications: For the treatment of mild to moderately severe pneumococcal respiratory tract infections and mild staphylococcal skin and soft-tissue infections that are sensitive to penicillin G. See the package literature for other indications.

Contraindication: Previous hypersensitivity to penicillin.

Warnings: Serious, occasionally fatal, anaphylactoid reactions have been reported. Some patients with penicillin hypersensitivity have had severe reactions to a cephalosporin; inquire about penicillin, cephalosporin, or other allergies before treatment. If an allergic reaction occurs, discontinue the drug and treat with the usual agents (e.g., epinephrine or other pressor amines, antihistamines, corticosteroids).

Precautions: Use with caution in individuals with histories of significant allergies and/or

asthma. Do not rely on oral administration in patients with severe illness, nausea, vomiting, gastric dilatation, cardiospasm, or intestinal hypermotility. Occasional patients will not absorb therapeutic amounts given orally. In streptococcal infections, treat until the organism is eliminated (minimum of ten days). With prolonged use, nonsusceptible organisms, including fungi, may overgrow; treat superinfection appropriately.

Adverse Reactions: Hypersensitivity, including fatal anaphylaxis. Nausea, vomiting, epigastric distress, diarrhea, and black, hairy tongue. Skin eruptions, urticaria, reactions resembling serum sickness (including chills, edema, arthralgia, prostration), laryngeal edema, fever, and eosinophilia. Infrequent hemolytic anemia, leukopenia, thrombocytopenia, neuropathy, and nephropathy, usually with high doses of parenteral penicillin.

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*equivalent to phenoxymethyl penicillin

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The Carolina

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December, 1974

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Fred M. Eckel, Director of Pharmacy Services, North Carolina Memorial Hospital, is the new president-elect of the American Society of Hospital Pharmacists.

Eckel, who is also Associate Professor of Hospital Pharmacy, UNC School of Pharmacy, will assume the office immediately. He is a graduate of the Philadelphia College of Pharmacy and Science and received his graduate degree from Ohio State University. He is the author of many published articles and is active in professional pharmacy.

NATIONAL SPOTLIGHT ON TAR HEEL PHARMACISTS

Recent elections have brought major recognition to these North Carolina Pharmacists and placed them in posts of responsibility where they can be of service to others:

Fred Eckel, Director of Pharmacy Services at N. C. Memorial Hospital, Chapel Hill, has been elected President of the American Society of Hospital Pharmacists.

Mr. Eckel will assume the office to which he has been elected next April in San Francisco.

The organization has more than 4000 members and is the most rapidly growing

national pharmacy group in the United States. Milton Skolaut of Durham is Treasurer of ASHP.

Gary Newton of Fayetteville (Prescription Center) was installed as President of the American College of Apothecaries at the ACA annual meeting, just concluded in Kansas City.

The Executive Committee of the NARD includes a North Carolina Pharmacist: Jesse M. Pike of Concord. Mr. Pike's election took place in Las Vegas in early October.

Hopefully, Mr. Pike will head the NARD in a few years. If so, he will be the first pharmacist to reach this NARD level since John Goode of Asheville was elected more than 30 years ago.

THE CHAPMANS SELECTED AS '75 CONVENTION CHAIRMEN

A husband and wife team—The Donald Chapmans of Winston-Salem—will head the 1975 NCPHA convention planning committees. The annual meeting, scheduled for April 13-14-15, will use the new Winston-Salem Hyatt House as headquarters.

Mr. Chapman is Director of Pharmacy Services at North Carolina Baptist Hospital; is a past president of the Forsyth Pharmaceutical Society and the N.C. Society of Hospital Pharmacists; and in 1972-'73, served as a member of the NCPHA Executive Committee.

Mrs. Chapman, a nurse by profession, is a past-president of the NCPHA Woman's Auxiliary, and is currently serving as president of the Apothecary Club of Winston-Salem.

The Chapmans met with the convention staff of The Hyatt House on November 11 along with NCPHA President Wilson and Secretary Smith. Room reservation cards will be mailed in January.

Officers and directors of The Traveling Men's Auxiliary met in Greensboro on November 24 to initiate plans for TMA participation in the '75 Convention. More specific details in the January issue of The Carolina Journal of Pharmacy.

NCPHA COMMITTEE REVIEWS NATIONAL PHARMACY LEGISLATIVE PROPOSALS

The National Legislative Affairs Committee (pictured below) of the North Carolina Pharmaceutical Association met in Chapel Hill at the Institute of Pharmacy, November 15-16.

During the two-day session, the committee reviewed various legislative bills and proposals, now pending in Washington, of interest to Pharmacy. While many co-related subjects were discussed, prime attention was devoted to

- Maximum Allowable Cost for Drugs (MAC). Committee will prepare a position paper for submission to the Hearing Clerk, FDA, Rockville, Maryland.
- National Health Insurance Proposals.
- Recommends a restudy of the Poison Prevention Packaging Act of 1970 as applicable to prescription safety closures.
- Opposes any effort to require a pharmacist to substitute a generic drug for a specific medication prescribed by a person authorized by law to prescribe.
- Urges prompt enactment of federal legislation relating to crimes against pharmacies (obtaining controlled substances by force). Suggests DEA restudy its position on this problem.
- Supports passage of the Teague (HR 2918) Bill which provides veterans freedom of choice in obtaining prescription drugs. Suggests the commanders of American Legion posts be alerted to the negative aspects of mail order Rx service.

Members of the committee are:

Jesse M. Pike, Concord, a member of the Executive Committee of the National Association of Retail Druggists.

G. N. Brunson, Coordinator, Health & Welfare Programs, Merck Sharp & Dohme, Dunwoody, Georgia.

George P. Hager, Chapel Hill, former dean of the UNC School of Pharmacy.

Seymour Holt, Indianapolis, Indiana, President of Dista Products Company.

Claude V. Timberlake, Washington, Vice President of the National Pharmaceutical Council.



National Legislative Affairs Committee of the NCPHA (left to right)—Holt, Timberlake, Brunson, Pike and Hager.

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FAYETTEVILLE PHARMACIST J. GARY NEWTON HEADS AMERICAN COLLEGE OF APOTHECARIES

Several North Carolina pharmacists attended the recent annual meeting of the American College of Apothecaries which was held in Kansas City.

Their attendance was two-fold: To participate in the well-structured ACA programs and to honor Pharmacist Gary Newton of Fayetteville who was installed as the ACA president for the coming year.

The program content was excellent and carried out with what we see as a major objective of ACA: To assemble successful pharmacy programs and to disseminate the information in readily usable form to its

members. (One speaker outlined his development of an ostomy care service program which grosses \$1000 per day).

It was a pleasure meeting some friends of long standing. Example: George A. Stevenson of The Upjohn Company. While George is officially listed as Upjohn's national pharmacy affairs coordinator, in my book he is an ambassador of goodwill for the company to which he brings a degree of expertise unmatched throughout the pharmaceutical industry.

Present at the ACA meeting from North Carolina: Mr. and Mrs. Gary Newton, Fayetteville; James W. Adams, Asheville; Hal C. Reaves, Jr. and Lewis N. Cooper of Pinehurst; and Mr. and Mrs. W. J. Smith, Chapel Hill.



Mrs. Nancy Pike Mitchener of Edenton holds the \$500 North Carolina prize-winning entry in the \$26,000 Burroughs Wellcome Company Pharmacy Education Program. A check for \$500 in the name of Jerry A. Bridgers of Tarboro has been presented to the UNC School of Pharmacy.

Appearing in the picture with Mrs. Mitchener are, left to right, Marcus Cameron of Sanford, Cade Brooks of Fayetteville, Mr. and Mrs. B. D. Arnold of Raleigh, Mr. and Mrs. Ernest Rabil of Winston-Salem, Mr. and Mrs. W. A. West of Roseboro and H. C. McAllister, Chapel Hill.

HOMER ANDREWS, PHARMACIST OF THE MONTH

(Editorial Comment From the
Burlington Daily Times-News)

The time now has passed for most people in evaluating candidates who will be on ballots in Tuesday's general election.

And, as always, there is now the question of how effective the candidates have been in drawing support. A more fundamental question, however, properly asks whether or not many people will vote.

That is not a question in the R. Homer Andrews household on Fountain Place in Burlington.

"The Lord has been good to me and has blessed me with good health. With that good health, I'll cast my vote Tuesday," said Mr. Andrews as he talked about his record of never having missed a voting opportunity since he first was registered as a student in pharmacy at UNC-CH in 1914 and became a voting citizen that year.

Mrs. Andrews also will cast her vote. She doesn't remember having missed going to the polls since she and her husband were married in 1917.

The former Burlington postmaster and chairman of the County Board of Commissioners has a basic feeling about his voting.

"I feel privileged," he says, "to have this right, and I am grateful that I can exercise it. It is a right for every citizen of course, and I simply will never understand how many of our people don't care about it. I believe that if a person who can vote doesn't exercise that privilege, he or she should not complain about government. The voting booth, however, gives us our chance to be a part of government. It is fundamental in the foundation on which our form of government is built."

He has a type of lecture he can give to anyone who would pause long enough to hear it. He can talk about the apathy found today as many people apparently have lost their interest in government at all levels.

"This is not right," he says. "If our country got into trouble, solutions could not be found by turning our heads and walking away. That's what we should think

about today. We should see that we can make out of government what we decide through our participation, our voting. It starts right down in the home precinct, and it goes right to the top of the nation itself."

This is the type of commentary he shares.

Mr. Andrews hasn't been sick on a voting day at any time in his adult years. He was in the Army in Europe in 1916 and cast an absentee ballot. There was another occasion in 1938 when he was attending a convention of postmasters in Wilmington and a mixup in the train schedule posed a delay. He and two other postmasters hired a taxi to bring them home, and they arrived in time to vote.

Mr. Andrews has not limited his interests only to the voting ballot box, however.

He moved from Chapel Hill to Burlington in 1915 and established his career in pharmacy as he also started taking part in community affairs.

After years of civic, religious, educational and political interests, he became Burlington's postmaster in 1934, a position he held for 30 years.

On retirement from the postal service, he was appointed to fill a vacancy on the County Board of Commissioners upon the resignation of Frank E. Copeland, Jr., who succeeded him as postmaster. He was named chairman of the board immediately and was elected to a four-year term two years later, serving until 1970.

Since leaving the county board, he has spent most of his time in his profession as a pharmacist. He has worked a 47-hour week for the past 14 months, 42 hours at Graham Drug and 5 hours at Medical Village Apothecary. He now will be reducing his schedule to a 40-hour week, mostly at the Apothecary. He did take a 15-day vacation in Europe during this period.

He, therefore, remains highly active.

And come Tuesday morning, he'll be active in carrying through what he recognizes to be his duty, his privilege. He'll be at Hillcrest School to cast his vote again.

"And I hope there are enough people ahead of me in line that I'll have to wait for hours," he says.

SOME OF OUR FOLKS ARE ALWAYS LOOKING FOR TROUBLE.

And most of the time they find it on the other end of a phone call. Calls from concerned pharmacists just like yourself.

Each one a different question about correct usage, dosage and proper application of pharmaceuticals. And each one could lead to trouble without the correct answers right then and there.

Our men have had dozens of years experience in troubleshooting your questions. They're not a bunch of whiz kids, so, sometimes they may not know the answer. But when they don't, they'll do their best to find out and call you back right away.

It's part of the complete service package offered by Gilpin.

When trouble calls on you, the Gilpin troubleshooters are as close as your phone.

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even when taken immediately after meals

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250mg
Formulated for quality...
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E-MYCIN TABLETS—250 mg—For Oral Administration (erythromycin enteric-coated tablets, Upjohn) E-Mycin Tablets are specially coated to protect the contents from the inactivating effects of gastric acidity and to permit efficient absorption when administered either immediately after meals or when given between meals on an empty stomach.

Indications:

Staphylococcus aureus: Acute infections of skin and soft tissue of mild to moderate severity. Resistance may develop during treatment.

Diplococcus pneumoniae: Upper respiratory-tract infections (e.g. otitis media, pharyngitis) and lower respiratory-tract infections (e.g., pneumonia) of mild to moderate degree.

Mycoplasma pneumoniae (Eaton agent, PPLO): In the treatment of primary atypical pneumonia, when due to this organism.

See package insert for other indications.

Contraindication: Contraindicated in patients with known hypersensitivity to erythromycin.

Warning: Safety for use in pregnancy has not been established.

Precautions: Erythromycin is principally excreted by the liver. Caution should be exercised in administering the antibiotic to patients with impaired hepatic function. Surgical procedures should be performed when

indicated.

Adverse Reactions: The most frequent side effects of erythromycin preparations are gastrointestinal, such as abdominal cramping and discomfort, and are dose-related. Nausea, vomiting, and diarrhea occur infrequently with usual oral doses. During prolonged or repeated therapy there is a possibility of overgrowth of nonsusceptible bacteria or fungi. If such infections occur, the drug should be discontinued and appropriate therapy instituted. Mild allergic reactions such as urticaria and other skin rashes have occurred. Serious allergic reactions, including anaphylaxis, have been reported.

Treatment of overdose: The drug is virtually nontoxic, though some individuals may exhibit gastric intolerance to even therapeutic amounts. Allergic reactions associated with acute overdosage should be handled in the usual manner—that is, by the administration of adrenalin, corticosteroids and antihistamines as indicated and the prompt elimination of unabsorbed drug, in addition to all needed supportive measures.

How supplied: 250 mg—in bottles of 100 and in unit-dose packages of 100 enteric-coated tablets. Caution: Federal law prohibits dispensing without prescription.

For additional product information, consult the package insert or see your Upjohn Representative.

Upjohn

The Upjohn Company, Kalamazoo, Michigan 49001

SEMINAR ZEROS IN ON EFFECTIVE INVENTORY CONTROL

Stock management methods and purchasing policies, with emphasis on maximizing return on inventory investment, key-noted the November 13th Seminar on "Inventory Control" sponsored by the North Carolina Pharmaceutical Association.

With the Institute of Pharmacy auditorium filled to capacity by registrants from all areas of the state, a well-informed "faculty" (see picture below) outlined practical suggests for controlling an important element of any pharmacy operation: Inventory.

Methods for obtaining better turnover—average is 4 but some pharmacy owners are doing much better—were outlined; the pitfalls of "deals" came in for comment and buying policies were examined in depth.

One speaker pointed out that if there is only one canary in the community, don't lay in a gross of bird seed. Another said the most expensive area in the pharmacy

is the stockroom (best: a loading and unloading platform). One speaker recounted how his firm had purchased an established pharmacy, remodeled it, and increased Rx volume from 40 to 140 per day while cutting inventory by \$8000.00.

(Continued on Page 36)

May I congratulate you and the NCPHA for a very informative and helpful Seminar on Inventory Control. It was a fine program and the speakers were excellent. The information will be of help to our pharmacy.

Jim Patterson
Statesville

The obvious interest displayed by those present at the Seminar on Inventory Control certainly indicates the success of the Seminar.

Pete Mathews
Wilson

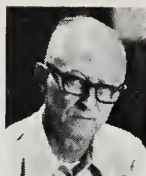


Smith Wholesale Drug Company of Spartanburg was a recent host to forty seniors and five faculty members from U.S.C. College of Pharmacy. The visit is part of their course in Drug Marketing and Drug Store Management. The group was welcomed by B. E. Shelley, Executive Vice President, and Frank Milstead, Sales Manager, and given a tour of the Smith Data Processing center, warehouse, viewed their order entry display terminals in the telephone order room, and other modern up-to-date facilities for processing wholesale drug orders.

Following the tour, J. M. Smith, Jr., President of Smith Wholesale Drug Company, spoke to the group on drug wholesaling and what can be expected in the future in computer services for retail drug stores and hospitals. The students were accompanied by Dr. Joe Hunter, Professor of Pharmacy Administration and Dr. Joe W. Kosh, Professor of Pharmacology. Other members of the staff present were Ronnie C. Adams, F. D. Butler and R. S. Etheredge.



KEN MC ARTHUR



HAL RUPP



CHARLIE EDWARDS



OLGIE TARR



JAMES TEACHEY



MIKE HOWARD



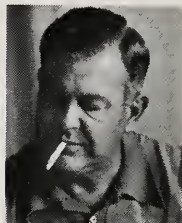
WALKER CRUMP



JOHN HARRISON



JACK CANUPP



BOYD BARNETTE



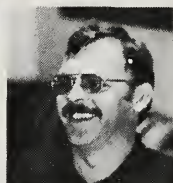
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TAR HEEL DIGEST

DALLAS—Cornwell Drug Stores opened a new pharmacy in the Windsor Shopping Center of Dallas. Store manager is David Dalmas.

ELIZABETH CITY—Overman & Stevenson has climaxed two years of planning with the completion of interior renovation, including carpeting, wall decor, and augmented lighting.

GARNER—When Tom Jones Pharmacy opened early in October, the grand prize was one day's interest on a million dollars (\$210).

MOCKSVILLE—Michael C. Eudy, 1972 graduate of UNC School of Pharmacy, has joined the staff of Hall Drug Company. Prior experience had been at Duke Hospital Inpatient Pharmacy and at Pollard's Drug Store, Burnesville. He is married to the former Linda Eskridge and they have twin sons, one year old, Joseph and Joshua.

ROCKY MOUNT—Bradley Humphreys, 1971 graduate of UNC School of Pharmacy, has been promoted from staff pharmacist at Nash General Hospital to manager of the hospital's pharmacy services department. He is responsible for supervising, coordinating and controlling the diverse aspects of the pharmacy services department.

FRANKLIN—Victor Perry of Perry's Drug Store, has been appointed to serve on the Macon County Board of Education, with a term ending April, 1977. He is filling the unexpired term of J. C. Jacobs who resigned due to his candidacy for Chairman of the Macon County Board of Commissioners.

NEWTON—Paul M. Walker, pharmacist and manager of Newton Drug Company since 1958, has been promoted to vice president and general manager of operations of Cornwell Drug Stores. Walker, also a director and member of the management committee of the firm, will continue to manage Newton Rexall Drug. Of the Walkers' three children, two are now studying pharmacy—one at Medical College of South Carolina, the other at University of North Carolina.

RALEIGH—Pam Joyner, a pharmacist at Wake Memorial Hospital, spoke recently to members of the Lupus Club. They met in the Mayor's Room of the Sheraton Motel, Raleigh.

WINDSOR—Bill Pittman, pharmacist at Pugh's Pharmacy, spoke to the Windsor Junior Woman's Club at their regular monthly meeting. This year the Club is sponsoring a Drug Seminar for interested parents and adults. Mr. Pittman's subject was Drug Abuse.

SMITHFIELD—M. T. (Bill) Upchureh of Upchureh Pharmacy was presented a plaque by the Rexall Company commemorating the operation of his pharmacy as a Rexall Agency for 39 years.

DUNN—Lynwood Ashley Williams, 1973 graduate of UNC School of Pharmacy, and formerly of Raleigh, is with Eekerd's Drug Store at the Dunn Plaza Shopping Center. Miss Elizabeth Roach, pharmacy intern, is also with Eekerd's. She is a native of Dunn, and graduated this year from UNC School of Pharmacy.

LINCOLNTON—Jimmie C. Bowers, pharmacist and manager of Economy Drug since 1955, has been promoted to Vice-President and General Manager of Purchases and Inventory Control of Cornwell Drug Stores, Inc. He is also a Director of Cornwell Drug Stores and member of the Management Committee.

DREXEL—Moody Honeycutt, Jr. and Larry L. Huffman have opened a new pharmacy on Highway 64-70 West at the Upper Drexel intersection.

ALBEMARLE—J. Mike Felts, UNC Pharmacy graduate, is now assistant manager of Revco #813 which opened September 2nd.

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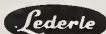
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Members—David D. Claytor, Greensboro; Harold V. Day, Spruce Pine; Jesse M. Pike, Concord; Jerry Price, Raleigh; W. H. Randall, Lillington; H. C. McAllister, Secy.-Treas., Box 471, Chapel Hill, N. C.

NEW PHARMACIES

1. Eekerd Drugs, Shamrock Plaza, Clinton. A. Michael Costin, pharmacist manager.
 2. Eekerd Drugs, Sky City Plaza 662, Hendersonville 28739. Francina M. Rogers, pharmacist manager.
 3. Wake County Out-Patient Pharmacy, 3000 New Bern Avenue, Raleigh. Pamela M. Brothers, pharmacist manager.
 4. Old Fort Drug Store, Cor. Thompson & Railroad Streets, Old Fort 28762. Elmer L. Bishop, Jr., pharmacist manager.
 5. B-C Community Drugs, 608 Tilghman Drive, Dunn 28334. Byron Johnson, pharmacist manager.
 6. Belmont Pharmacy, Inc., 1309 Coach Road, Reidsville 27320. Gregory L. Jenkins, pharmacist manager.
2. Cooper Cleland Clifton, Jr., Highlands (from Indiana)
 3. Susan Elaine Carmignani, Boone (from Missouri)

CHANGE IN OWNERSHIP

1. Bryson City Drug Company, 108 Everett Street, Bryson City 28713. Mary Alice B. Greyer, pharmacist manager.
2. Seottie Stores Discount Drugs, 338 North Main Street, Kernersville 27284. F. Hampton Langdon, pharmacist manager.

RECIPROCITY

1. Ann Elizabeth Bejeck, Statesville (from Ohio)

I. C. System, Inc.

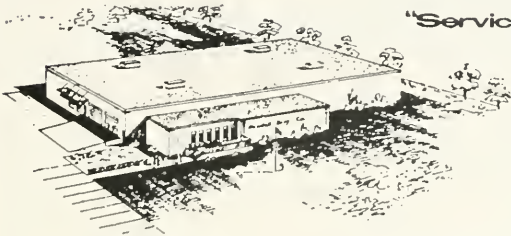
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PHARMACY FROM THE VIEWPOINT OF THE CONSUMER

Irving Rubin, Editor of *Pharmacy Times*, suggested that Pharmacy could benefit by establishing better communication with the consumer and representatives of consumer organizations. In North Carolina, Editor Rubin's suggestion resulted in a 1-day Seminar on Consumers and Pharmacists held in Chapel Hill on October 23 under sponsorship of the NCPHA and the UNC School of Pharmacy.

The program, arranged by Steven Moore with the cooperation of NC-PharmPac, included representatives of the N.C. Consumers Council, the Consumers Division of the N. C. Attorney General's Office, Public Interest Research Group and pharmacists.

Although the press devoted major attention to the highly critical comments of Mrs. Lillian Woo, post reaction to the seminar by a majority of the approximately 100 registrants to the 5-hour program has been favorable. In order to provide free and open discussion of issues important to both consumers and pharmacists, the NCPHA plans

to continue to maintain the relationship as initiated by the October 23 Seminar.

The Seminar Proceedings will be published, either in its entirety by the Continuing Education Division of the UNC School of Pharmacy (cost estimates and budget limits will influence the decision) or selected papers will be published in *The Carolina Journal of Pharmacy*.

The Chairman of the Consumer Relations Committee of the NCPHA, W. Whitaker Moose of Mount Pleasant, presided during the AM Seminar session, while the Chairman of NC-PharmPac, Rex Paramore of Nashville, assumed this responsibility following a luncheon at the Zoom Zoom.

"I want to thank you for allowing me to attend the Seminar on October 23. It was most interesting and informative. The timing of the material and the bringing of the consumer leaders into the panel discussion was superb."

N. D. Schellenger

A. H. Robins Company

TRIBUTE TO BILL PRICE, CONOVER PHARMACIST

Reprinted from *Newton Observer-News-Enterprise*

Some people are givers; others, takers. Bill Price, Conover druggist, was among the former. In fact, one would almost be led to believe that he lived by the creed, "I'd rather wear out than rust out."

He wasn't satisfied with merely dispensing drugs, many times at early and late hours with himself as special messenger in times of emergency; but he always took the time to add an extra helping of understanding and sympathy.

Never minding that his hours were long, he always kept a smile on his face and had a bearing that was a blend of confidence and humility.

Young and old felt a rapport with Bill. They were able to sense that he liked people. In fact, he could hardly do enough for them.

In addition to other civic work, one of his outstanding ambitions was to see Woodlawn Baptist Church—where he worked in almost every capacity—complete its sanctuary. That Woodlawn Baptist needs that sanctuary was

evidenced when numerous friends met together Sunday to pay honor to the memory of Bill Price, whose life has touched a responsive chord in the lives of countless others.

Many people at the post office-drugstore complex in Conover who counted Bill a good friend are experiencing a sense of poignant loss along with Bill's family. Perhaps the following episode will be felt for years to come.

On Thursday, Bill was exuberant over Billy's coming home from college, with plans to attend the Newton-Conover football game. It took Charles Carpenter, who had worked side by side with Bill for over 10 years, to convince Billy that both he and Alex should attend that game—his father would have wanted it that way.

Following the boys' late arrival at the game, the home team seemed to play harder,

(Continued on Page 21)

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GAFFNEY	- - - -	487-4949	ANDERSON	- - - -	646-3641

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DISASTERS

Major and Minor

HENRIETTA

Tri-Community Drug Store broken into for the fourteenth time, September 29th. Some \$60 worth of narcotics taken in the robbery.

GASTONIA

Rhyme Drug Store, safe containing \$1,000 in cash and a large quantity of morphine and narcotics was stolen. Safe, "cut open like a can of corn and its contents removed," was recovered from a South Fork River canal at Spencer Mountain.

CONCORD

A physician's office on the ground floor of Pike's Drug Store was entered October 17th. Three men were arrested for breaking and entering Pike's Drug Store, possession of burglary tools, as well as breaking and entering Dr. Harding Keedler's office.

GREENSBORO

Reveo Drug Store, King's Shopping Center, \$250 worth of drugs stolen. Entry was by breaking a plate glass window with a piece of concrete.

PITTSBORO

The Haywood-Moneure Community Health Center; theft reported early on the morning of September 27 by the pharmacist. Large amount of drugs, syringes, needles, and other medical supplies missing.

ROBERSONVILLE

Grimes Drug Store, Robersonville, drugs valued at \$300. Three persons arrested, charged with felony possession of a controlled substance and receiving stolen property. They, and one other, were taken to Pitt Memorial Hospital for treatment of possible overdose of drugs, according to the Robersonville paper.

SHELBY

Reveo Drug, Ingles Shopping Center, \$205 in drugs, including a large quantity of codeine. Entrance gained by using two sledge hammers and other tools to break a 3x2½ foot hole in the wall. Store had two break-ins in ten days.

WINSTON-SALEM

Crown Oldtown Pharmacy and an adjacent physician's office were entered early on the morning of October 6th. Drugs and \$50 in cash were missing from the doctor's office; an undetermined amount and variety of drugs were taken from the pharmacy. Entrance was gained by knocking a hole in the wall.

GIBSON

Gibson Drug Company. One of two persons who forced entry into the pharmacy in a drug-related robbery was arrested. A record check revealed eight previous arrests for similar offenses.

WELDON

Selden's Pharmacy's entire inventory of Controlled Substances was taken in a November 5th robbery which was characterized as a "professional job."

SMITHFIELD

Upchurch's Pharmacy entered by removing bolts from several door bars, then bending back the bars. An undetermined amount of drugs stolen.

HUNTERSVILLE

Neil's Drug Store. Approximately 18 watches from a display booth stolen. Several watches were found on the floor which indicated the thieves' attempt was apparently interrupted.

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know about Paid Prescriptions. In fact, if you know someone now who could benefit from our services, we would be pleased to send our new "Basic Drug Program" brochure without cost. It's available by writing to Pharmaceutical Benefit Information Center, Paid Prescriptions, 875 Mahle Road, Burlingame, CA 94010.



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SPECIAL PROGRAM FOR LOCAL PHARMACEUTICAL ORGANIZATIONS

Claude U. Paoloni, Director of Continuing Education, UNC School of Pharmacy, has released this communication to officers of local pharmaceutical organizations:

I am pleased to inform you that a special program is available to the pharmacists of your society. Primarily it provides your members with the opportunity to meet our new Dean, Dr. Seymour M. Blaug.

In addition, we will bring to your pharmacists other faculty members who will discuss on-going school programs which we realize are of great importance, not only to our students but to practicing pharmacists as well.

What I propose is specifically outlined in the attached sheet. In general, however, we will be delighted to appear before one of your periodic meetings with three 15-minute presentations and a faculty panel to answer questions and discuss suggestions your members may have.

Thus, we are pleased to offer your group an hour or hour and a half program (or as long as it may take) that should be of intimate interest to every pharmacist.

If your group would like to have this program, you may simply call me (collect) at (919) 966-1121 to arrange for a convenient time. Or, if you would prefer, please complete the enclosed card, and I will be back in touch with you to set up a program.

- 1) Pharmaceutical Education: Past, Present and Future

Seymour Blaug, Ph.D., Dean,
School of Pharmacy

A brief overview of trends and development in pharmacy education with suggestions as to how they might affect pharmacy education at the School of Pharmacy, UNC.

- 2) The Curriculum of the School of Pharmacy

LeRoy D. Werley, Assistant Dean,
Student Affairs

A brief discussion of changes being made in the curriculum of the School of Pharmacy with reasons for changes.

- 3) The Practitioner's Contribution to the School of Pharmacy

Fred Eckel, Associate Professor
of Hospital Pharmacy

An overview of the educational objectives of the Division of Pharmacy Practice with an emphasis on how the state's practitioner can assist the Division in its educational programs.

- 4) Faculty Panel: Questions and Suggestions

Claude U. Paoloni, Assistant Professor
An opportunity for audience participation with panel members.

TRIBUTE TO BILL PRICE

(Continued from Page 17)

the band to give one of its better performances, and the hometown fans to root that much harder.

And, in such fashion, we're in Bill Price's debt. Conover must retain the identity which Bill Price felt was worth striving for.



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Limit Available)

TERM LIFE PLAN

Up to \$20,000 For Members
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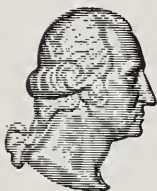
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McCLELLAN APPOINTED PRODUCT PROMOTION MANAGER

C. J. McClellan, III has been appointed Product Promotion Manager for Lederle Laboratories Pharmaceutical Department, according to R. M. Lynch, Product Group Director. Lederle Laboratories is a Division of American Cyanamid Company.

Mr. McClellan is responsible for promotional activities for cardiovascular/renal and central nervous system products. After joining Lederle in 1967 as a medical sales representative in Florida and North Carolina, he was appointed District Manager in 1973 serving in New York State's Hudson Valley.

A graduate of North Carolina State University, Mr. McClellan holds a B.S. degree in industrial management and he has done additional work in chemistry and business at the University of North Carolina and the University of Miami.

The McClellans reside in Campbell Hall, New York.

HUMPHREYS PROMOTED BY NASH GENERAL HOSPITAL

Nash General Hospital has announced the promotion of Bradley Humphreys, staff pharmacist, to manager of the hospital's pharmacy services department, according to Charles L. Rowe, assistant administrator, general services.

Humphreys is responsible for supervising, coordinating and controlling the diverse aspects of the pharmacy services department.

A Plymouth, N. C. native, Humphreys graduated from Plymouth High School in 1966. He received his Bachelor of Science degree in pharmacy from the School of Pharmacy at the University of North Carolina at Chapel Hill in 1971.

While attending UNC, Humphreys served as an instructor in the university's medication assistant program.

Prior to coming to Nash General in 1971, Humphreys completed an internship program at North Carolina Memorial Hospital, Chapel Hill.

MINUTES TRIPARTITE COMMITTEE MEETING

September 16, 1974

(By Stephen M. Caiola, Secretary)

Members Present:

Messrs. Claytor, Dawson, Day, Edmonds, Paoloni (Chairman), Randall, Werley and Caiola (Secretary); Ex officio members: Blaug, McAllister, Smith.

Guests Present:

Champion, Shoffner.

1.0 *Welcoming of Guests:*

Mr. Paoloni welcomed Dr. Seymour Blaug, Dean of the School of Pharmacy, Peter Champion, President of the Student Body and Phil Shoffner, President of the S.A.Ph.A.-S.N.C.Ph.A. to our Committee meeting. He asked that they freely participate in all matters under discussion.

2.0 *Review of Minutes of Last Meeting:*

Mr. Paoloni asked for corrections to the minutes of the last meeting. There being none, the minutes were considered approved.

3.0 *Review of the Southern School of Pharmacy's Practical Experience Coursework for Externship Credit:*

Mr. Caiola reviewed the Professional Practice Laboratory 501, 502 and 503 coursework of Southern School of Pharmacy. He stated that it was comparable to the UNC coursework which provides externship credit. The Committee recommended that the Board of Pharmacy approve this coursework as being acceptable to receive up to 400 hours of externship credit. For a student to receive this externship credit, the Southern School of Pharmacy must verify in writing to the Board the exact number of hours the student spends in this coursework.

4.0 *Review of the Pharmacy Internship Program for the Veterans Administration Hospital, Fayetteville, N. C.:*

Mr. Paoloni reviewed the proposed program with the Committee. Mr. McAllister stated that if the pharmacist-preceptor for the intern was duly registered in some state and was functioning in a legal manner and if the intern would register with the North Carolina Board of Pharmacy, there would be no problem with allowing credit for the well structured internship program.

5.0 *Report on the Summer, 1974 Preceptor—Extern/Intern Meetings:*

Mr. Paoloni reviewed the results of the preceptors' and externs'/interns' questionnaires from the Summer, 1974 meetings. He stated that the purpose of these questionnaires was to give the Division of Pharmacy Practice of the School the feelings and thoughts of the pharmacists and future pharmacists of our state concerning the externship/internship program. The role of the School is to be increased, as in Fall, 1975, the senior(5/5) students will be spending one full semester in professional practice experiences. The School will use the questionnaire results to assist them in better structuring their professional practice coursework.

6.0 *Revision of the Notebook and Program Instructions:*

Mr. McAllister asked that the Committee begin revision of the *Notebook* as it must be completed by February, 1975. New statements/questions on packaging, labeling, the Drug Enforcement Administration, etc. must be added. Also, consideration should be given to restructuring the entire program due to our graduates relatively poor performance on the practical portion of the State Board Examination. Mr. Paoloni, Mr. Werley, Mr. Caiola, Mr. Willets and Mr. Shoffner will begin the revision process before our next meeting.

7.0 *Review Tentative Criteria for Selection of Preceptors and Pharmacies for the UNC School of Pharmacy Practical Experience—Externship Program:*

Mr. Pittman reviewed some of the criteria the School might use in selecting and retaining practitioner-preceptors for the professional practice coursework. The Committee tentatively adopted the following:

1. The practitioner-preceptor must be dedicated to teaching the extern/student (at least 2-3 discussion hours/week in addition to supervised practice).
2. The practitioner-preceptor must attend continuing education meetings to discuss techniques of externship training and evaluation.
3. The practitioner-preceptor must have two (2) years of experience as a licensed pharmacist before he/she is eligible to precept a student. A waiver of this requirement could, on special occasion, be granted by the School.
4. The ratio of students to practitioner-preceptors should be 1:1.
5. The practitioner-preceptor must be in good standing with the Board of Pharmacy and adhere to the N.C.Ph.A. Code of Professional Conduct. (The pharmacist in a Federal facility must be registered and be in good standing with the Board of Pharmacy in some state.)
6. The practitioner-preceptor must be a participating member of two of the following professional organizations: A.Ph.A., N.A.R.D., N.A.C.D.S., A.S.H.P., N.C.Ph.A., N.C.S.H.P., county or local area pharmaceutical association.
7. The practitioner-preceptor must have a willingness to critically evaluate students and be evaluated by them.
8. The practitioner-preceptor must maintain a current library of texts and journals. (He will be assisted by the School in obtaining this library.)

At future Committee meetings, the above criteria will be expanded upon and criteria for selection of pharmacies will be discussed.

8.0 *Election of Committee Officers for the 1974-1975 year:*

Mr. Paoloni asked for nominations for Committee officers for the 1974-1975 year. He reviewed the necessary portions of the Committee *Guidelines* referring to elections and elections proceeded.

The officers for the 1974-1975 year are as follows:

Chairman:	William H. Randall
Vice-Chairman:	Claude U. Paoloni
Secretary:	George Willets

ERWIN

Lanier Drug Company. Thieves were foiled in their attempt to enter the pharmacy, but were successful in gaining entry to the office of a physician, where they took \$32 from a petty case box, and a quantity of drugs from a safe.

DUNN

B-C Community Drugs. After entering through the Pharmacy's drive-in window, an unknown party, or parties, made off with 1500 Valium and 800 Darvon.

ANDREWS

Burch Drugs was one of the businesses damaged by fire November 2, when blazes which the Fire Chief said were apparently the work of a firebug, damaged several stores.

MURRELLS INLET, S. C.

Murrells Inlet Pharmacy. For the fifth time in less than a year, the pharmacy (in late September) was broken into by night intruders. An alarm system caused the thieves to make an exit prior to arrival of police.

FALL CONVOCATION

Dr. Bernard Boyd, Professor of Religion at UNC-CH, and internationally known director of several archaeological expeditions, was luncheon speaker at the Fall Convocation of the NCPHA Woman's Auxiliary, when it convened at the Institute of Pharmacy, October 16th.

Mrs. J. Weaver Kirkpatrick, President of the Auxiliary, presided at the business session which preceded the luncheon. She was introduced by Mrs. Morris Hedgepeth, Convocation Chairman. William H. Wilson, NCPHA President, brought greetings from the parent group.

The Auxiliary heard reports on their major project for the year, that of assistance to Mental Health and Mental Retardation patients. Emphasis for the club year is on Group Homes or Half-Way Houses, with special interest in helping to provide small equipment and furnishings. In addition, Auxiliary members are continuing their "sew-in" projects which assist in providing

house dresses, bibs, and other articles of clothing to patients in mental institutions.

A skit entitled *A Comedy of Errors*, a take-off on parliamentary procedure, was presented by a cast from the membership. Attempting to teach while entertaining, the 1974 Revision of the Skit described a newly organized club trying to conduct its meeting using correct parliamentary rules, but finding it rough going.

Participating in the skit were Mrs. George Cocolas, Mrs. Hope-to-do-Better, the President; Mrs. Jeff Blanchard, Pharmacy Student Wives President, playing Mrs. Nellie-All-Wrong, Vice-President; Mrs. Grover Creech, Mrs. Chatty Talk-A-Lot, Secretary; Mrs. Daryl Blackburn, Miss Put-It-Off, the Treasurer. Mrs. W. P. Wells played the part of the Parliamentarian, Mrs. Would-Be-Orderly; and Mrs. James Olsen, Chapel Hill Auxiliary President, was Mrs. Make-It-Go, projects chairman. Narrator for the skit was Mrs. James R. Hickmon, immediate past-president.



Dr. Bernard Boyd (front row, left), guest speaker at the Fall Convocation of the Woman's Auxiliary of the NCPHA, is pictured with Dean Seymour Blaug of the UNC School of Pharmacy and Mrs. J. Weaver Kirkpatrick, auxiliary president. Officers of local pharmaceutical auxiliaries are shown in the background.

Committee Chairmen reporting during the business session included Mrs. Donald K. Chapman, chairman for the 1975 Convention; Mrs. Grover Creech, Pharmacy Student Wives Scholarships; Mrs. B. Cade Brooks, Institute of Pharmacy Redecorating; Mrs. L. M. McCombs, Hospitality; and Mrs. Bruce Medlin, Historian. Mrs. R. L. Lewis, Chairman of the Mental Health Project, illustrated her report with slides of the Group Homes in Charlotte.

Local auxiliary presidents who were recognized for brief reports included Mrs. Rudy Hardy, Cabarrus County; Mrs. Sanford Price, Cape Fear Valley; Mrs. James Olsen, Chapel Hill; Mrs. H. L. Bizzell, Charlotte; Mrs. William P. Wells, Durham; Mrs. David W. Montgomery, Greensboro; Mrs. L. G. Collins, Wilmington; Mrs. Jeffrey Blanchard, Student Wives; Mrs. Roger Crane, Raleigh; Mrs. Robert E. Lewis, Salisbury; Mrs. Donald Chapman, Winston-Salem. Mrs. H. K. Garmany, president of the Western North Carolina Auxiliary, was unable to be present.

W. J. Smith, NCPHA Executive Director, introduced special guests Dean and Mrs. Seymour Blaug of the UNC School of Pharmacy, and members of the NCPHA Board of Consultants, who were in session on that same date.

B. Cade Brooks, Chairman of the Institute of Pharmacy, thanked the women for their support of the remodeling and redecoration program at the Institute, and reported on future plans.

Following the meeting, Mrs. Mebane Pritchett, wife of the director of the Morehead Foundation, conducted a tour of Morehead House.

The Convocation Committee, in addition to Mrs. Hedgepeth, included Mrs. Milton Whaley and Mrs. Whitaker Moose, who prepared the luncheon; Mrs. George Cocolas, who wrote and produced supplies; and Mrs. W. P. Wells, who directed the skit. Mrs. Hoy Moose presented the luncheon invocation.

EVANS NAMED CHAIRMAN OF NCNB'S MARION BOARD

Pharmacist James E. Evans has been named Chairman of the Marion Board of Directors of North Carolina National Bank.

Evans, a native of Abbeville, South Carolina, has been in Marion since 1935, first with the McDowell Cut Rate Drug Store which he later purchased and operated as Evans Rexall Drugs until 1972 at which time the pharmacy was sold to Cornwell Drug Company.

Active in the business, civic and religious life of Marion and McDowell County, Mr. Evans served twenty years on the Marion Draft Board and was chairman at the time of his retirement in the Spring of 1974. In 1950, he was named "Mr. Rexalite" by the Rexall Drug Company publication.

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DOINGS

OF THE AUXILIARIES

- CHAPEL HILL—Marian Chambers
- GREENSBORO—Mrs. Roger C. Barricks
- CHARLOTTE—Mrs. Della Medlin

CHAPEL HILL

October was a busy month for members of the Chapel Hill Auxiliary. Probably you've already heard or read a detailed report of the Fall Convocation which was held at the Institute on October 16. Or better still, if you attended you know that it was a very successful and informative meeting.

Then on October 21, we had the pleasure of seeing our State President, Brenda Kirkpatrick again at a luncheon at the Governor's Inn, Research Triangle Park. The local president, Jackie Olsen, presented a sterling Old Well Charm to Brenda as a small token of appreciation for her fine work this year and to express wishes for happiness and good things ahead.

The manager and staff of Hickory Farms of Ohio at University Mall, Chapel Hill were gracious hosts to the Chapel Hill group including several husbands and guests, on October 29. The history of the firm and a short description of the various types of cheeses and their method of manufacture preceded a sampling tour of the store. Hot tea and strawberry cake topped off the evening and there was ample time to browse and ask questions. The door prize, a lovely and very useful cheese planer, was won by Stella Paoloni.

GREENSBORO

The Greensboro Drug Club Auxiliary met at the Blandwood Carriage House October 22, 1974 for the annual 3-D luncheon. The pharmaceutical auxiliary was host to wives of doctors and dentists.

The invocation was given by Mrs. J. Frank Pickard.

For the program, Sammy Doyle and the Page High School Ensemble presented a

unique choral arrangement. An antique display arranged by Carolyn Faison was admired.

CHARLOTTE

The beginning of a new club year found the Charlotte Auxiliary at the YWCA for their October meeting. Everyone arrived early, giving them a chance to recall a most pleasurable evening back in July when members and their spouses gathered at the home of Mr. and Mrs. Jesse Oxendine for a covered dish supper, and an evening of fun and fellowship.

After a summer filled with travel, gardening, freezing and canning of food, members were happy to be able to once again gather at the home of the president, Mrs. H. L. Bizzell, for a covered dish luncheon in September.

Guest speaker was Joe Millsaps, Chairman of the Board of the N. C. Zoological Society, who, by showing slides, made members more aware of the world of animals around us, and what WE in North Carolina are going to have in OUR ZOO.

THE WAKE COUNTY PHARMACEUTICAL ASSOCIATION

Reported by Patricia Bumgarner

The Wake County Pharmaceutical Association met November 5, 1974 at Milburnie Fishing Club. There were 52 members and guests present for the dinner meeting.

President Don Carter called the meeting to order. The minutes of the last meeting were read and approved.

Treasurer, George Morgan, reported \$722.08 in checking and \$486.59 in Savings. He announced that we now have 104 paid members.

President Carter reminded us that the December meeting will be our Christmas Party. It will be Saturday, December 7, 1974 at the "Flying Cloud" Restaurant. The checks should be received by November 23 with the entree choice of rib eye steak or stuffed flounder indicated. Checks made payable to the Wake County Pharmaceutical Association may be mailed to Don Carter, c/o Longview Pharmacy. Plan now to attend!

MARRIAGES

HUNTER-ROYAL

Miss Marsha Royal and Ralph Bordon Hunter were married September 29 in the Elizabeth Baptist Church of Kenansville. Mrs. Hunter is a graduate of Rex Hospital School of Nursing, and is employed at Sampson County Memorial Hospital. Mr. Hunter, graduate of UNC School of Pharmacy, is with Reynolds Drugs of Clinton.

GRILL-BENFIELD

Vanessa Diane Benfield of Rutherford College and Frank James Grill of Valdese were married October 5 in Abernethy Memorial United Methodist Church of Rutherford College. Mr. Grill is a graduate of the School of Pharmacy at UNC-CH and is employed by Hudson Drug Company of Hudson.

BIRTHS

Mr. and Mrs. George F. Kirkpatrick, Jr. of 6707 Amster Road, Richmond, Virginia, are announcing the birth of a daughter, Mary Forrest, September 3, at Forsyth Memorial Hospital, Winston-Salem. Mrs. Kirkpatrick is the former Mary Ann Fulton, and was a 1968 graduate of the UNC School of Pharmacy.

Mr. and Mrs. Ben Williams announce the birth of a son, Jeffrey Brent, on July 16th. At the age of two months, Jeffrey underwent surgery, and has made a completely successful recovery.

Mr. Williams is a 1969 graduate of UNC School of Pharmacy and is presently director of the Drug Information Program at the School.

DEATHS

J. Weldon Royal

J. Weldon Royal, owner and operator of Denton Drug Store, Denton, since 1941, died October 3, after suffering an apparent heart attack a few hours earlier at his home. He was a member of the Board of Directors of the Denton Branch of Central Carolina Bank, and served as chairman of the Davidson County Library Board of Trustees 1960-1968. He was a charter member and past-

president of the Denton Lions Club, a member of Denton Masonic Lodge, and Woodmen of the World. At the First Baptist Church he served as a trustee, a deacon, and member of the building committee.

Pallbearers at the funeral service were employees and former employees of the pharmacy.

W. L. Rogers

W. L. Rogers of Benson, an 87-year-old retired pharmacist, died October 1. Mr. Rogers went to Benson from Pembroke in 1961 and entered business with Charles Stevens at Benson Drug Company. He retired two years ago.

Mr. Rogers, member of the Benson United Methodist Church, had practiced pharmacy in South Carolina before coming to this state.

Rudolph Pittman

Rudolph Pittman, Smithfield pharmacist, died October 21 following a period of declining health. Mr. Pittman, a 1949 graduate of the UNC School of Pharmacy, was Director of Pharmacy Services at Johnston Memorial Hospital.

Prior to locating in Smithfield, Mr. Pittman was associated (1950) with the Burlington Drug Company and later (1953) he became part owner and manager of the Barbour-Pittman Drug Store, Burlington. He accepted a position with Griffin Pharmacy in 1959.

George David Grimes

George David Grimes, Sr., 83-year old owner and operator of Grimes Drug Store, Robersonville, died October 27th at Robersonville Township Hospital. He had worked in his pharmacy on Friday, was admitted to the hospital on Saturday evening when he became critically ill. Death occurred at 12:30 Sunday morning.

Mr. Grimes, born in Robersonville, had spent all his life in that area, returning to practice his profession there upon completion of his education. He was a member of the First Christian Church, and had been a Mason and Shriner for fifty years.

Among his survivors are his widow and one son, George David Grimes, Jr.

UNC PHARMACY SCHOOL NOTES

DESERVED RECOGNITION

Appreciation is expressed to:

(1) Phil Shoffner, President of the UNC Student Branches of the NCPA/APhA, and 50 UNC School of Pharmacy students for reviewing the legal section of the Board of Pharmacy notebook and for preparing a set of questions and answers relating to the subject.

The Tripartite Committee (Nov. 18) urged the students, with faculty assistance, to extend their effort to other parts of the notebook.

(2) Wayne Pittman of the UNC School of Pharmacy staff for formulating a set of preceptor guidelines applicable to the intern/extern program. Most of Mr. Pittman's recommendations were adopted by The Tripartite Committee (Nov. 18).

PHARMACY FACULTY PRESENT DRUG EDUCATION PROGRAM

Professors Leonard Berlow and George Cocolas of the UNC School of Pharmacy presented a drug education program to faculty and students of Livingstone College, Salisbury.

"Why Kids Use Drugs" was the Berlow topic while Dr. Cocolas spoke on drug chemical properties and effects on the body.

The UNC School of Pharmacy has been active throughout the State in presenting drug education programs.

DR. OLSEN ELECTED TO PHARMACY POST

Dr. James L. Olsen, Associate Professor of Pharmacy, UNC School of Pharmacy, was elected to the house of delegates—teachers of Pharmacy section—of the American Association of Colleges of Pharmacy. His election was announced at the recent AACP meeting in New Orleans.

Dr. Olsen is Director of the UNC School of Pharmacy Drug Product Program.

KAPPA PSI

Reported by Michael Teague

Kappa Psi's pledge class consists of eight prospective brothers as follows: Stephen Dodson Bennett, III, Rocky Mount; Steve Evans, Ash; Ernest Randall Fish, Canton; Earle William Lingle, Jr., Granite Quarry; Stephen Lawrence Moore, Huntersville; William Leonard Reaves, Southern Pines; Max Gardner Reece, Jr., Siler City; Robert Vernon Wheeler, Creedmoor.

As alumni return to the Chapter House, brothers of Kappa Psi hope that they will notice improvements in the general appearance of the house. As preparation for the Province III Convention in the Spring, other house improvements will be made.

STUDENT BRANCHES

Guest speaker at the November 20 meeting of the Student Branch of the NCPA/APhA was Ben G. Bailey, serving as The Upjohn Company's Medical Sciences Liaison for Education since 1969.

Topic of Mr. Bailey's presentation was "Drug Bioavailability: Its Importance in Determining Product Equivalence."

The speaker, a graduate of the University of Georgia School of Pharmacy (1957) has been associated with The Upjohn Company since 1963. Prior to that, he was in professional practice in Atlanta for six years.



NEW RULES AND REGULATIONS GOVERNING THE PROCUREMENT, STORAGE AND ADMINISTRATION OF DRUGS IN SKILLED NURSING HOMES, INTERMEDIATE CARE FACILITIES AND COMBINATION HOMES AS ADOPTED BY THE COMMISSION ON HEALTH SERVICES OF THE NORTH CAROLINA DEPARTMENT OF HUMAN RESOURCES. EFFECTIVE NOV. 6, 1974

DRUGS

1. *Procurement*

All legend drugs and biologicals shall be obtained only on the written order of a physician, dentist, or other practitioners licensed by law to prescribe drugs in this state (verbal orders shall be countersigned by the prescriber within 48 hours). Non legend drugs may be kept in the facility only with the approval of a physician and pharmacist. There shall be strict adherence to the provision for drug procurement as defined in State and Federal laws. The label of each container of the prescription drug administered within the facility (either by qualified personnel or permitted self-administration) shall show the following:

- a. The occupant's full name;
- b. The date of issuance (date issued or refilled);
- c. The administration directions clearly stated (and not abbreviated) and when the prescribing practitioner's directions change, the container should be relabeled;
- d. The name of the prescribing practitioner;
- e. The serial number of the prescription;
- f. The name as prescribed, strength, and quantity of the drug;
- g. The name and address of the pharmacy;
- h. The name of the dispensing pharmacist;
- i. The expiration date of the drug when indicated and any other necessary auxiliary statements.

NOTE: The above requirements may be waived in facilities employing a 24-48 hour drug supply utilizing the unit dose distribution and administration system. Each dose should be readily identified with the patient and physician. Also, each patient's doses shall be stored in a separate and secure manner within compliance of all Federal, State, and local laws.

2. *Staff Pharmacist Requirements*

- a. Must have appropriate training or experience in institutional pharmacy and must keep up-to-date concerning changes in institutional pharmacy.
- b. Must be a member of the facility's staff with the pharmacist's responsibilities and reimbursement clearly defined in a signed agreement. The pharmacist must be clearly responsible for all pharmaceutical services.
- c. Must monitor the complete drug therapy of each patient monthly and report any suggestions for change to the proper official (i.e., administrator, charge nurse, or physician). The staff pharmacist should review all new drug orders against existing drug orders to prevent drug interactions, etc.
- d. Develop written policies and procedures to control all pharmaceutical services including drug procurement, distribution, control and accountability, storage, and utilization, (i.e., up-to-date stop order policies and procedures, emergency drug kit policy and procedures).
- e. Must submit a written report quarterly on the status of the pharmaceutical services being provided in the facility to the pharmacy services committee or equivalent which should:
 - (1) Be composed of the staff pharmacist, administrator, chief nurse, and at least one physician;

- (2) Guarantee that the developed policies and procedures are implemented;
- (3) Meet at least quarterly and document its recommendations.

3. Storage

- a. Drugs (all medicines, poisons, biologicals, and other pharmaceuticals) should be securely stored in compliance with Federal and State regulations.

In existing facilities that use locked drug cabinets in which all drugs must be stored, policies and procedures should be implemented by the administrator to assure that proper security, control and accountability precautions are being observed concerning drug storage.

In all other facilities, all drugs (except permitted self-administered drugs) must be stored in a designated medication room that is provided with a dead-bolt lock on the door.

Only two keys should be available to the drug cabinets or medication room with responsibility pinpointed as to who may have access to the keys.

- b. All controlled substances (Classes II-V) shall be stored in compliance with Federal and State laws with emphasis on the rules and regulations from the North Carolina Drug Authority and the Pharmacy Laws of North Carolina.

- (1) All Schedule II drugs and other drugs deemed subject to abuse shall be stored in a separately locked permanently affixed box or drawer in the medication room or medicine cabinet. Access to keys for this box shall be strictly controlled within the provisions stated above in section a.

- c. Examples of proper storage should include as follows:

- (1) Refrigerated drug storage shall be provided as required insuring a temperature between 36°F. and 59°F. Recommended temperature for refrigerated drug storage is 42°F. Normally, a refrigerator used for drug storage will not be used for other refrigerated storage. In existing facilities, where multi-use refrigerators are provided, the drugs shall be stored in a separate locked box of adequate size to hold the containers. In new facilities, special refrigerators shall be provided in medication preparation rooms and used for drug storage *only*.

- (2) Any poison, chemical or drug, or any preparation thereof, the use of which is limited to external application and which is labeled "For External Use Only" shall be stored in a locked area separate and apart from internal preparations with the exception of eye and ear preparation and small ointment and creams intended for external use.

- (3) Poisons or chemicals (i.e., cleaning fluids, detergents) which are not for use in the treatment of human illnesses shall not be stored in the drug cabinet or storeroom with medications.

- (4) Medication drug carts shall be locked and stored within the medication room or a designated properly secure room (with accessibility requirements as stipulated in 3. Storage) when not in use.

- (5) Unless a member of the facility's staff authorized to have access to drugs is present, the drug cabinet or medication room has to be locked.

- (6) All non-legend drugs must be stored in a properly designated area within the medication room or drug cabinet and they must be properly labeled.

4. Administration

- a. All medications, except as indicated in section b. following, including nonlegend drugs, shall be administered only on the order and in accordance with the directions of a physician or dentist and these orders shall be entered in the occupant's medical record. Medications shall be administered to occupants in accordance with the North Carolina Nurse Practice Act or in accordance with other State and Federal laws.
- b. Residents may self-administer medications only on the specific written order of a physician.

- c. Each dose of medication, other than self-administered medications, shall be recorded in the occupant's medical record with the following information indicated:
- (1) Date,
 - (2) Time (hour),
 - (3) Name and strength of drug,
 - (4) Quantity of drug, and
 - (5) Name or initials of person administering the drug.

5. *Emergency Drug Kits*

- a. Definition of Emergency Drugs for Homes—Emergency drugs for homes are those drugs, the prompt use and immediate availability of which, are generally regarded by physicians as essential in the proper treatment of sudden and unforeseen adverse changes in an occupant's condition, which changes threaten his life or well-being.
- b. Acquisition and Storage of Emergency Drugs in the homes:
- (1) Emergency drugs shall be stored in a sealed container hereafter referred to as the "emergency drug kit."
 - (2) The contents of the emergency drug kit to be determined and approved by the pharmacy services committee or equivalent and the availability of controlled substances in the emergency drug kit shall be in compliance with current Federal, State, and local laws. The emergency drug kit shall be periodically reviewed and examined quarterly by the staff pharmacist and potentially out-of-date drugs shall be removed and replaced.
 - (3) Drugs may be acquired for the emergency drug kit on the signed order of a physician. The staff pharmacist shall attach a list of contents to the emergency drug kit and keep it up-to-date.
 - (4) Storage of the emergency drug kit shall be in a secure readily available location under the direct supervision of the nursing staff. The emergency drug kit will be sealed with a non-reusable easily breakable seal.
 - (5) After emergency drug kit is used and its seal broken, the kit shall be returned to the pharmacist supplier for promptly restocking, resealing, proper dating, and returned to the facility.
 - (6) Emergency drugs shall be administered only on the orders of the physician in accordance with the North Carolina Nurse Practice Act.
- c. Records—Items used from the emergency drug kit shall be entered on the occupant's clinical record according to the standard home procedure. In addition, the physician ordering a drug from the emergency drug kit shall place therein a prescription for such items.

6. *Miscellaneous*

- a. The contents of all individual prescriptions shall be kept in the original container bearing the original label of the prescription showing the information as outlined in "Procurement" above. (Transferring medications from one container to another constitutes "dispensing" which is an act restricted by law to pharmacists and, under certain conditions, to physicians.)
- b. When orders for any given occupant's medication, other than those self-administered, have been discontinued, such orders shall be entered in his medical record and notice of discontinuance, bearing the date of such discontinuance, shall be affixed to the prescription container. In the event the use of the medication is not to be resumed, the unused medication shall be destroyed. The manner of carrying out this procedure should be developed in consultation with a pharmacist.
- c. When an occupant has been discharged, his unused medication shall be destroyed within compliance of State and Federal law, or upon approval of the patient's physician or dentist, taken out with him.

- d. All controlled substances (Schedule II-V) secured pursuant to a prescription issued to an occupant and no longer required for that occupant shall be disposed in accordance with the Rules and Regulations for North Carolina Controlled Substances Act. (Re: Section 5.22 of Chapter 1, Part 5).

Section 5.22—Disposal of Unused Controlled Substances from Nursing Homes

Controlled substances dispensed to a licensed nursing home which for any reason are unused shall be returned to the pharmacy from which they are received. The pharmacist who receives these controlled substances shall destroy them in accordance with the procedure outlined by the North Carolina Drug Authority and shall keep a record of this destruction available for a minimum of two years. This record of destruction shall be kept on the most current form as furnished by the North Carolina Drug Authority.

STATE OF NORTH CAROLINA

DEPARTMENT OF HUMAN RESOURCES

Division of Facility Services

P. O. Box 1200 Raleigh 27605

TO: North Carolina Skilled Nursing Facility Pharmacists

FROM: J. W. Bradley, III, Consultant Pharmacy

SUBJECT: Reimbursement for the Pharmacist's Expertise in the Skilled Nursing Facility
The Department of Health, Education, and Welfare's Conditions of Participation for Skilled Nursing Facilities as published in the Federal Register, Volume 39, Number 12, dated January 17, 1974, became effective February 19, 1974. These new standards recognize the pharmacist's professional ability in not only the dispensing of medications but the professional advice, knowledge, skills, and judgement that will be used as supervisor of pharmaceutical services in a nursing home. The aforementioned advice will be referred to the patient's attending physician, medical director, nursing director, dietician, and administrator in skilled nursing facilities. The pharmacist's participation is mandatory under these regulations,¹ will be performed with the pharmacist utilizing the medical chart in the facility, and *may* be accomplished by a staff pharmacist independent of a prescription provider pharmacist. There should be a formal reimbursement mechanism established by the facility for the pharmacist's professional time and advice used to rectify or prevent difficulties.

There seems to be some confusion concerning the pharmacist's reimbursement factor for the time spent in the facility other than for the dispensing of drugs. The pharmacist's responsibilities should be delineated in a job description, formal contract, or written agreement which should include the facility's obligations to the pharmacist including reimbursement for professional expertise, the pharmacist's qualifications, the amount of time devoted in the facility, and the agreement's duration.

In the Standard published below, it is noted that to exercise the provisions of this Standard, an efficacious agreement has to be effected (as stipulated in the Standards) and narrative written reports must be submitted to the administrator for evaluating, developing, supervising, and coordinating *all* aspects of pharmaceutical service. (Reference 405.1127 (a)). This is a professional analysis from the pharmacist to the administrator and the Pharmaceutical Services Committee to upgrade the accuracy and adequacy of quality pharmaceutical services.

405.1121 Condition of Participation—*GOVERNING BODY AND MANAGEMENT*

(i) Standard: Use of Outside Resources

If the facility does not employ a qualified professional person to render a specific service to be provided by the facility, there are arrangements for such a service

¹ "Carolina Journal of Pharmacy," July, 1974, Page 24.

through a written agreement with an outside resource—a person or agency that will render direct service to patients or act as a consultant. The responsibilities, functions, objectives, and the terms of agreement, including financial arrangements and charges, of each such outside resource are delineated in writing and signed by an authorized representative of the facility and the person or the agency providing the service. The agreement specifies that the facility retains professional and administrative responsibility for the services rendered. The financial arrangements provide that the outside resource bill the facility for covered services (either Part A or B for Medicare beneficiaries) rendered directly to the patient, and that receipt of payment from the program(s) to the facility for the services discharges the liability of the beneficiary or any other person to pay for the services. The outside resource, when acting as a consultant, appraises the administrator of recommendations, plans for implementation, and continuing assessment through dates, signed reports which are retained by the administrator for follow-up action and evaluation of performance. (See requirement under each service—** 405.1125 through 405.1132.)

If their prerequisites are met, the reimbursement factor to the pharmacist would be an allowable cost or reimbursable expense prorated to the facility in respect to the percentage number of Medicare and Medicaid recipients being served. The pharmacist involvement with the private patient's drug regimen should be reflected in the private patient's per diem charges.

For detailed information regarding reimbursement procedures, please contact the appropriate provider relations representative as follows:

Medicare—

Mr. Ken Davenport

Mr. Dave Clarke

North Carolina Blue Cross/Blue Shield

Post Office Box 2291

Durham, North Carolina 27702

Telephone number: (919) 489-7431

Medicaid—

Mr. C. Benny Ridout, Pharmacy Consultant

North Carolina Department of Human Resources

Division of Social Services

325 North Salisbury Street

Raleigh, North Carolina 27611

Telephone number: (919) 829-2060

NORTH CAROLINA DRUG AUTHORITY

P. O. Box 27786

222 North Person Street

Suite 208

Raleigh, North Carolina 27611

Mr. J. W. Bradley

Pharmacy Consultant

Department of Human Resources

Division of Facility Services

P. O. Box 12200

Raleigh, North Carolina 27605

Dear Mr. Bradley:

As a result of several inquiries the Drug Authority has researched the laws and has rendered the following opinion regarding controlled substances in nursing homes:

The only legal procedure that can be followed that will enable a nursing home to have on hand any quantity of morphine or other Schedule II drugs is through prescription. A physician can lawfully prescribe medication for specific patients. He cannot store or leave in the custody of another person controlled substances for the general use of patients.

If we may be of further assistance, please let us know.

Sincerely yours,

F. E. Epps, Director

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Box 639

Salisbury, N. C. 28144

INVENTORY CONTROL

SUCCESSFUL BP CLINIC IN STATESVILLE

A Blood Pressure Clinic conducted at Westgate Pharmacy, Statesville, under the supervision of the Davis Hospital School of Nursing resulted in 255 BP checks on September 28.

The Clinic was organized by Pharmacist Jim Patterson, owner/manager of Westgate Pharmacy. He has been elected a director of the Statesville Merchants Association.

NORTHEASTERN CAROLINA PHARMACEUTICAL SOCIETY

Reported by Joe Minton

Northeastern Carolina Pharmaceutical Society met Wednesday, October 9 at Roanoke Country Club in Williamston, N. C. The meeting was called to order by President John Mitchener, III followed by the guest speaker Dean Seymour Blaug of the UNC School of Pharmacy.

Dean Blaug spoke on the pharmacy curriculum and possible course changes with the addition of more pharmacy administration courses for students interested in retail practice. Dean Blaug expressed interest in continuing education and an area health education center concept of keeping pharmacists and allied health professionals abreast of new developments. Student evaluation of courses, course content, and student advisors were also mentioned.

Gerald May and Bud O'Neal were selected as a nominating committee for 1975 officers after which President Mitchener closed the meeting.

INVENTORY CONTROL

(From Page 11)

Of special interest was the question and answer session. This enabled the registrants to clarify points or bring up inventory elements not included as a part of the formal program.

Money Management: Placement of merchandise orders at the proper time makes it possible to operate on suppliers' money for 30 to 40 days without penalty.

The registrants were impressed with OMB's (Frank Fife and Pete Mathews) demonstration of a merchandise order system (the computer received an order for 160 different items in 30 seconds).

Each registrant received a portfolio of references relating to inventory control plus a copy of a 52-page manual, Stock Management, compliments of Johnson & Johnson.

Since the Seminar was "taped," individual presentations will appear in future issues of The Carolina Journal of Pharmacy.



Merry Christmas

... May there be gladness in your heart,
family and warm friends around you, gifts
and good things to enjoy. That's our Christ-
mas wish for you.

May the New Year prove to be most fruitful,
rich in good health and happiness and in the
fulfillment of your highest hopes.

Happy New Year



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of Christmas
be yours

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